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(54) **AGNOSTIC MEDIA DELIVERY SYSTEM**

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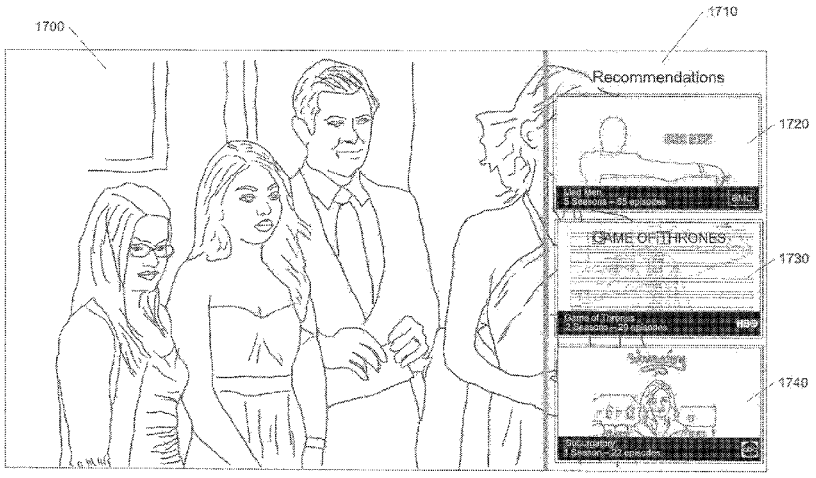
(57) **ABSTRACT**

Systems and methods for a media content delivery service. A media content provider includes a data store for storing and serving media content to subscribers. The media content provider continually records and or otherwise stores video and audio content from around the world. Stored content will generally correspond to a large number of other media content providers, such as cable television operators, Internet based media content providers, television networks, and so on. Subscribers to the media provider interact with the media content provider via hardware and/or software mechanisms either provided by the media content provider
(Continued)



or conforming to specifications of the media content provider. Based on these subscriber's subscriptions to the other content providers, the subscribers will have viewing, listening, or application execution privileges for content maintained in the data store. Content of a subscriber corresponding to multiple video content providers is maintained and served by a single provider.

30 Claims, 25 Drawing Sheets

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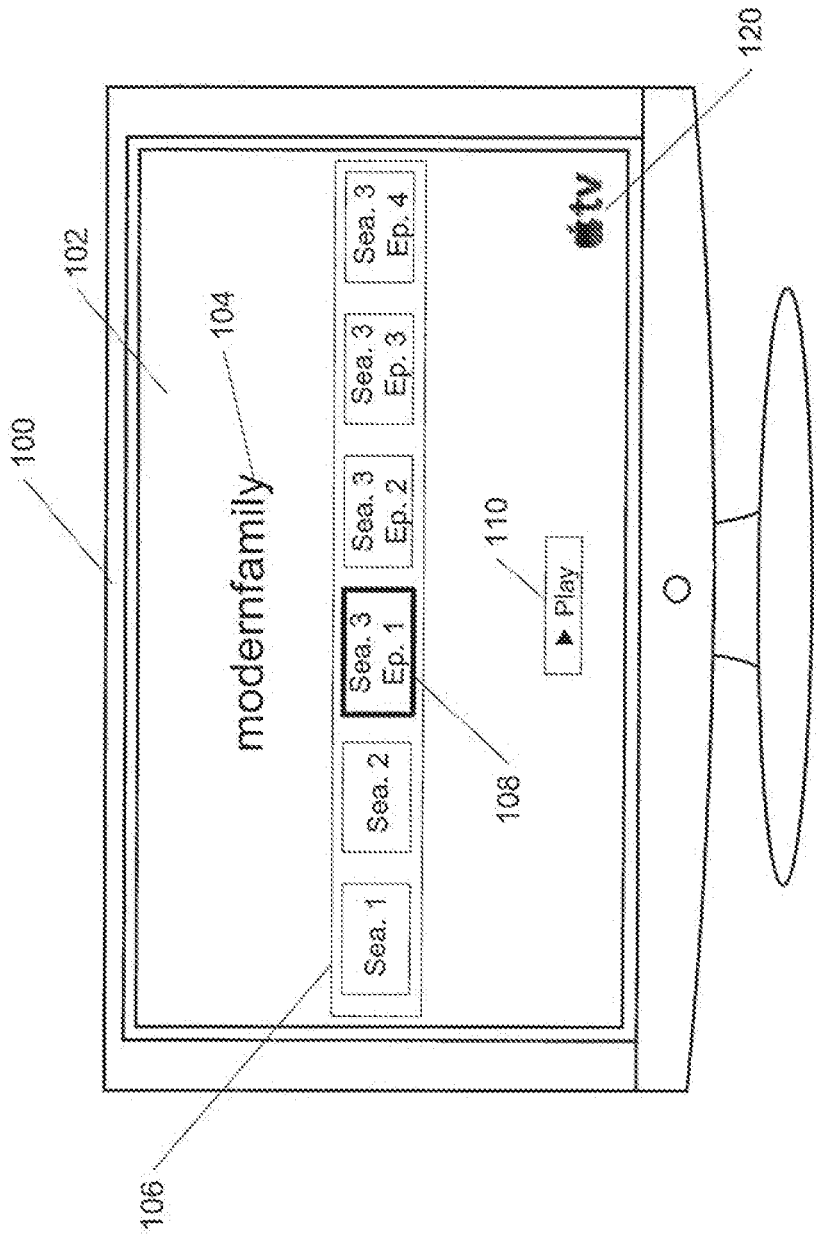
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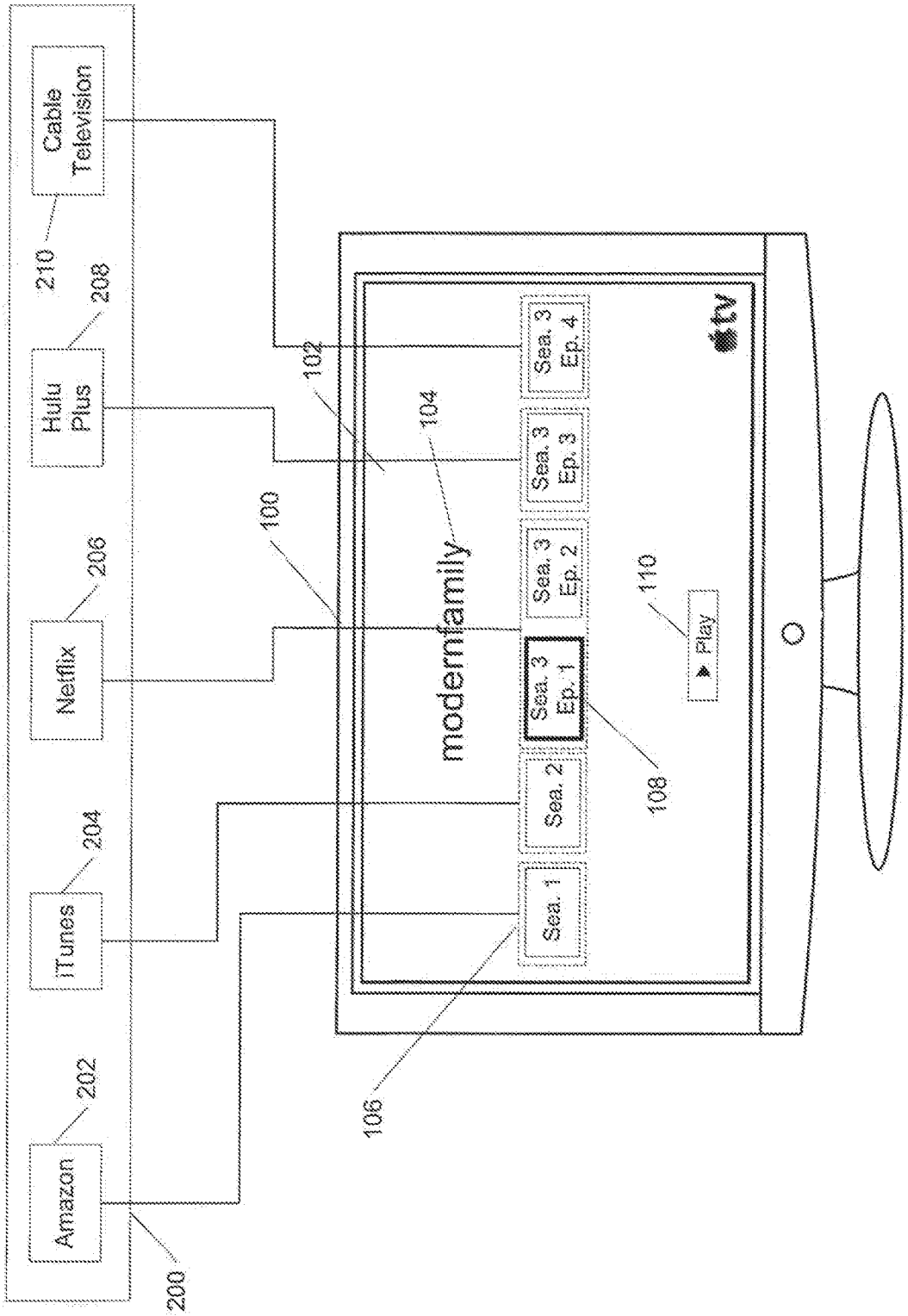
FIG. 1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Netflix
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iTunes
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Amazon
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Sea. 2
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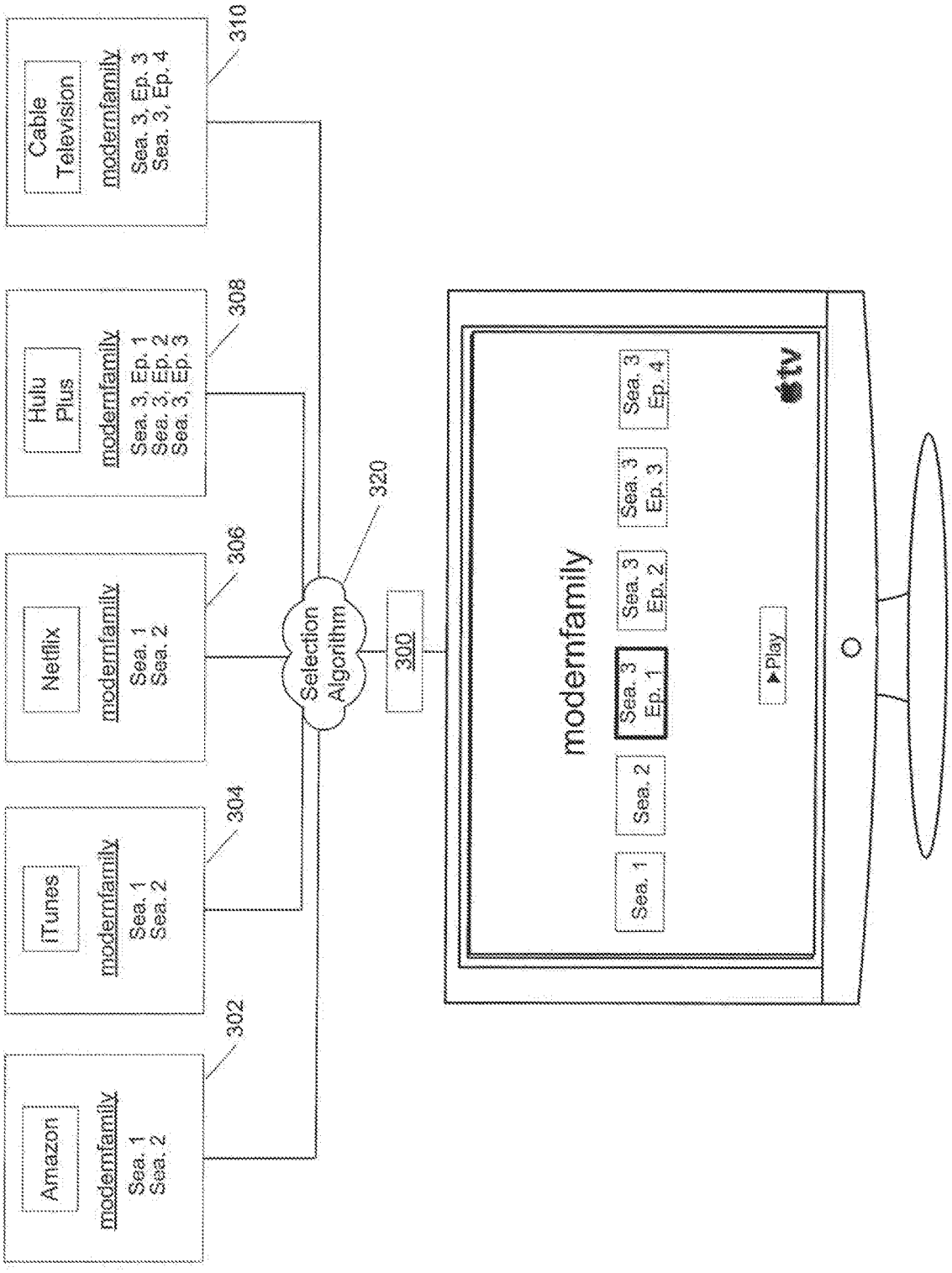
FIG. 2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Hulu Plus
modernfamily
Sea. 3, Ep. 1
Sea. 3, Ep. 2
Sea. 3, Ep. 3
308
Cable Television
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Sea. 3, Ep. 3
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310
Selection Algorithm
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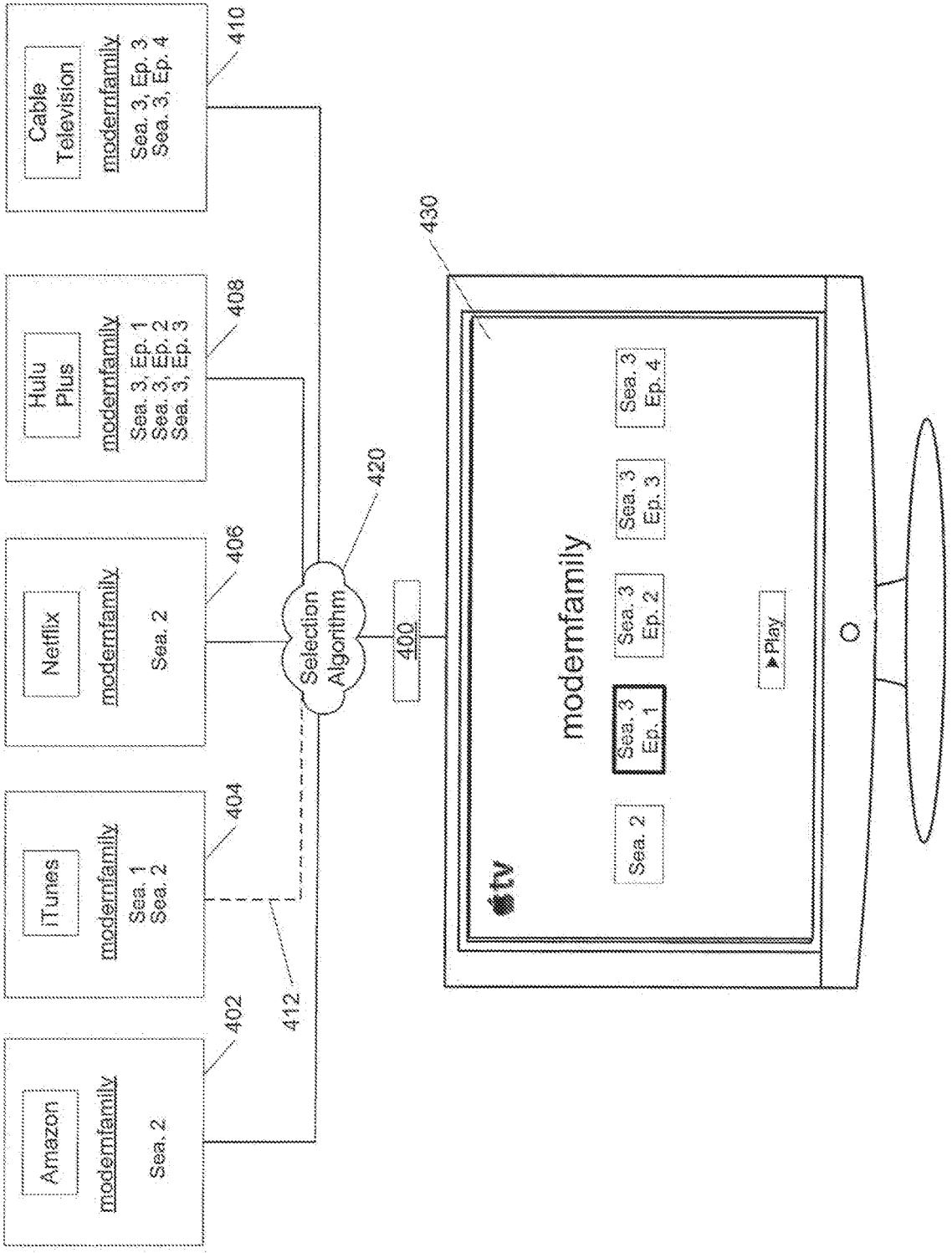
FIG. 3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Sea. 3, Ep. 2
Sea. 3, Ep. 3
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Cable Television
modernfamily
Sea. 3, Ep. 3
Sea. 3, Ep. 4
410
412
Selection Algorithm
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FIG. 4

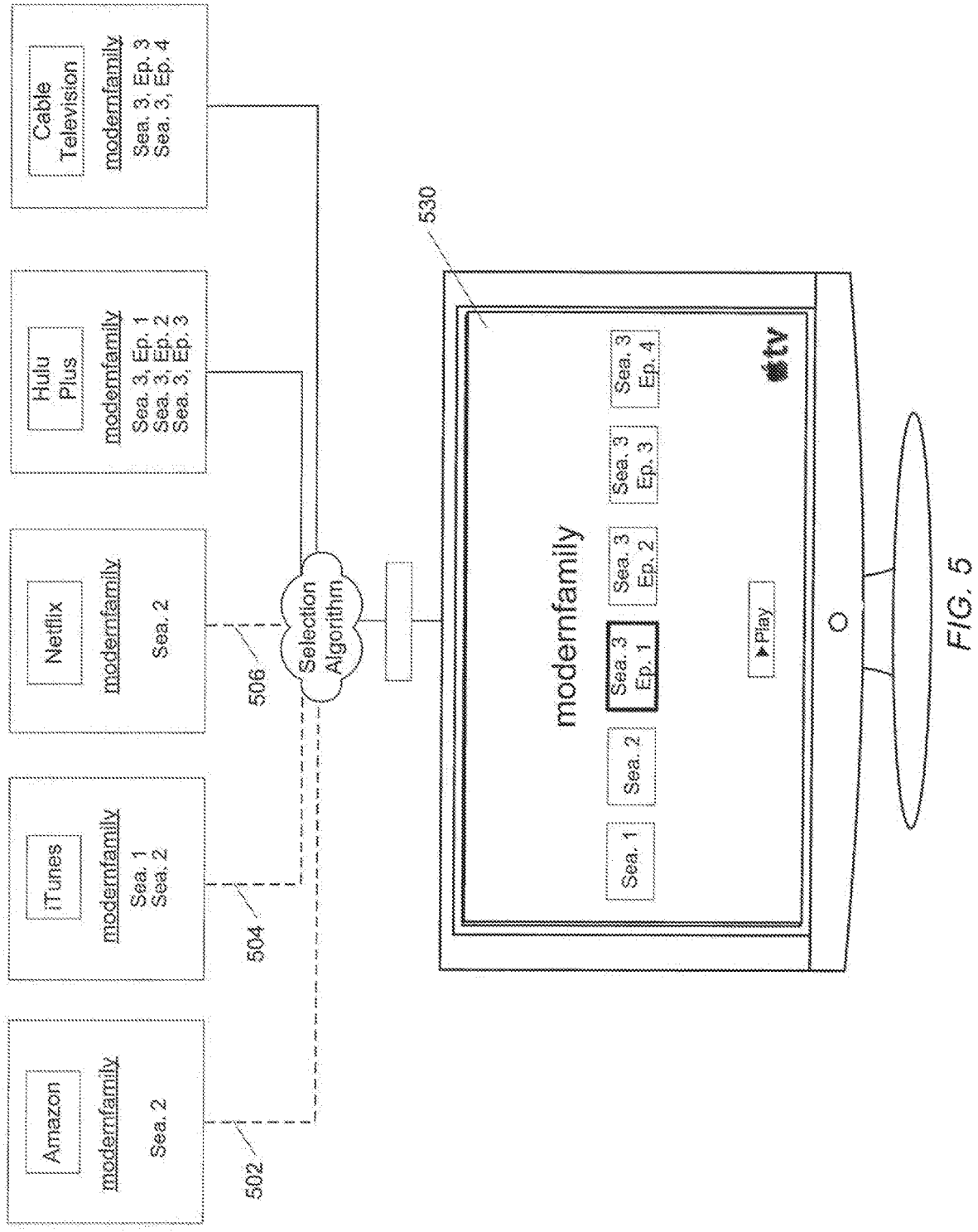
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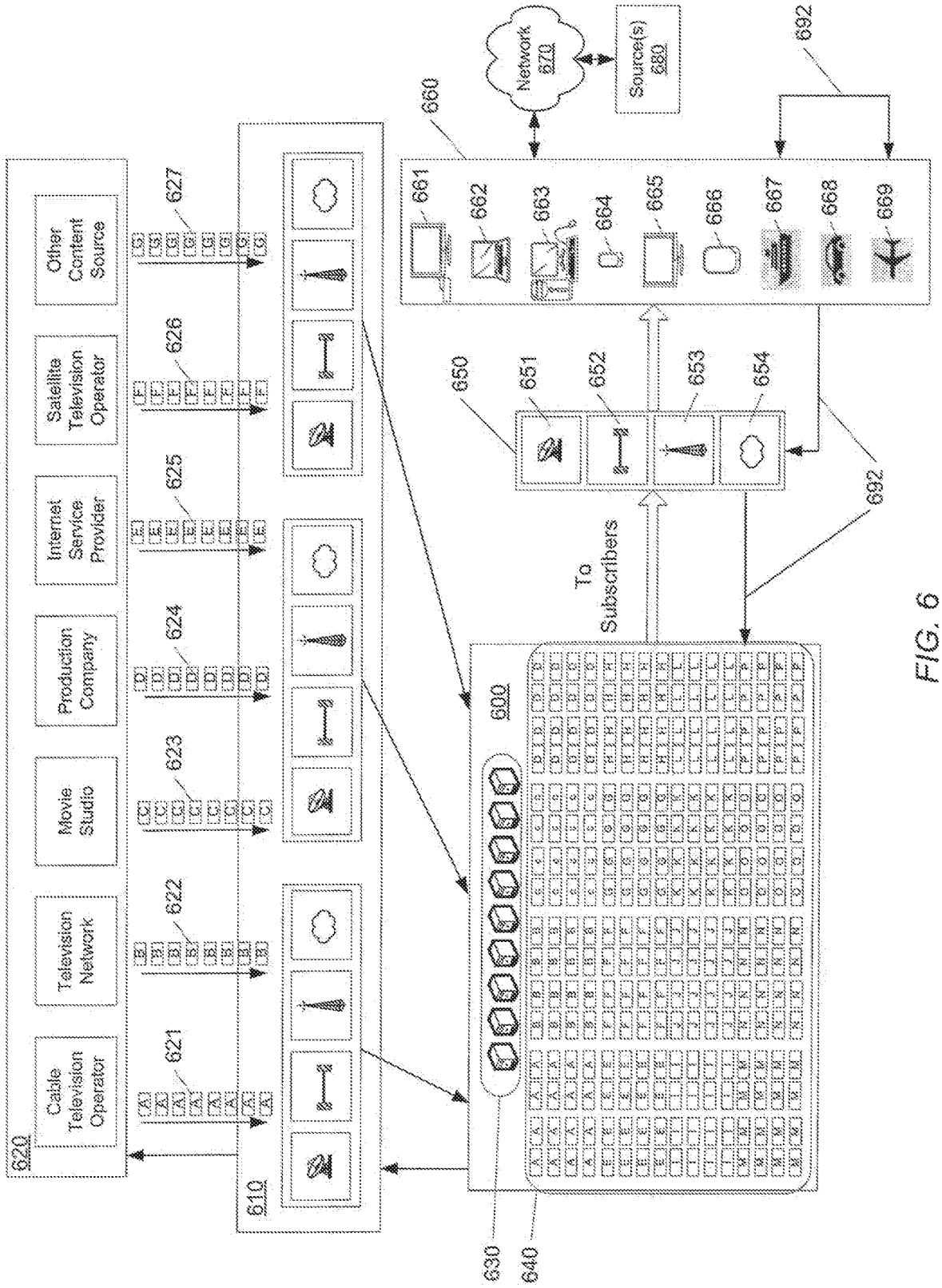
FIG. 5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Production Company
Internet Service Provider
Satellite Television Operator
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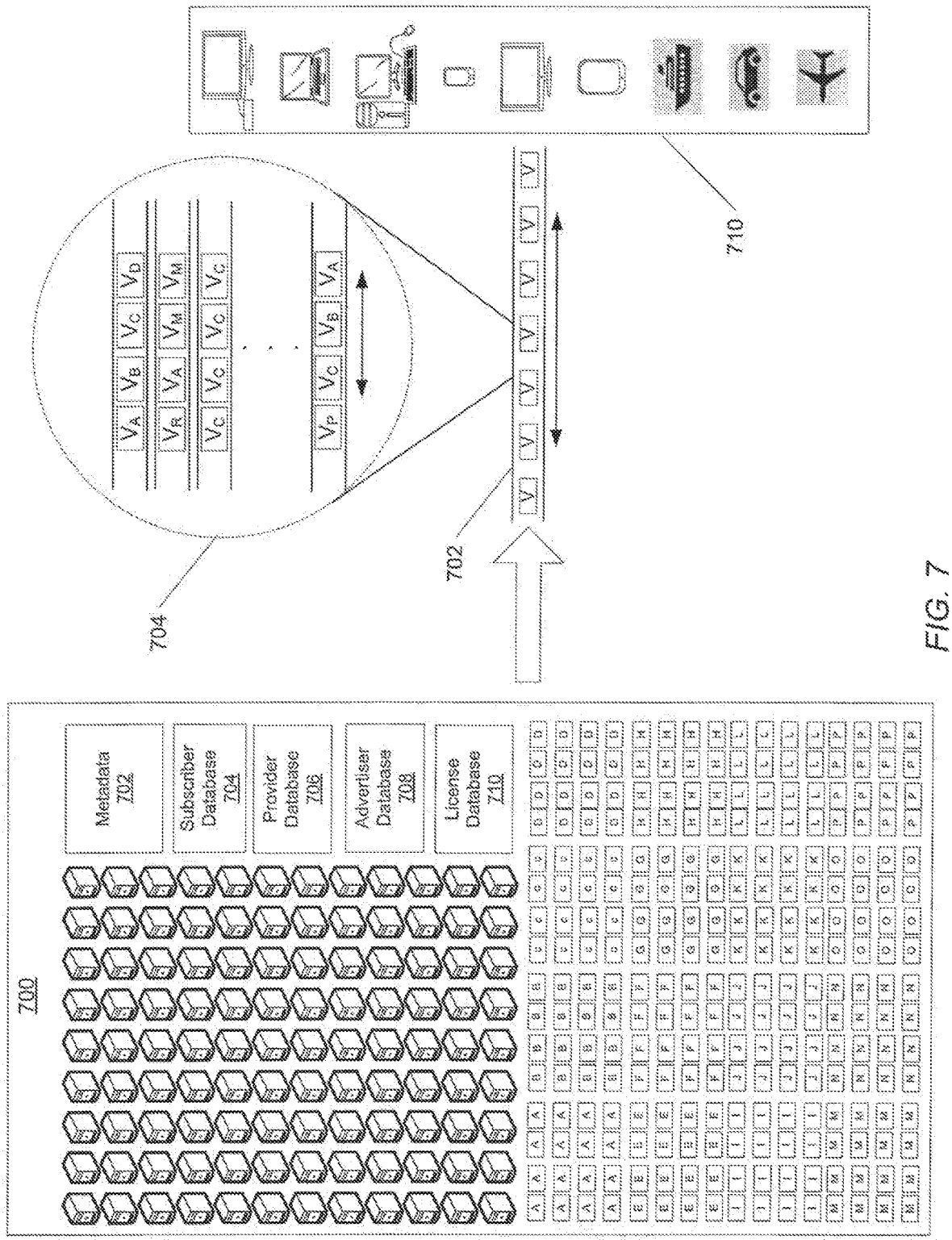
FIG. 6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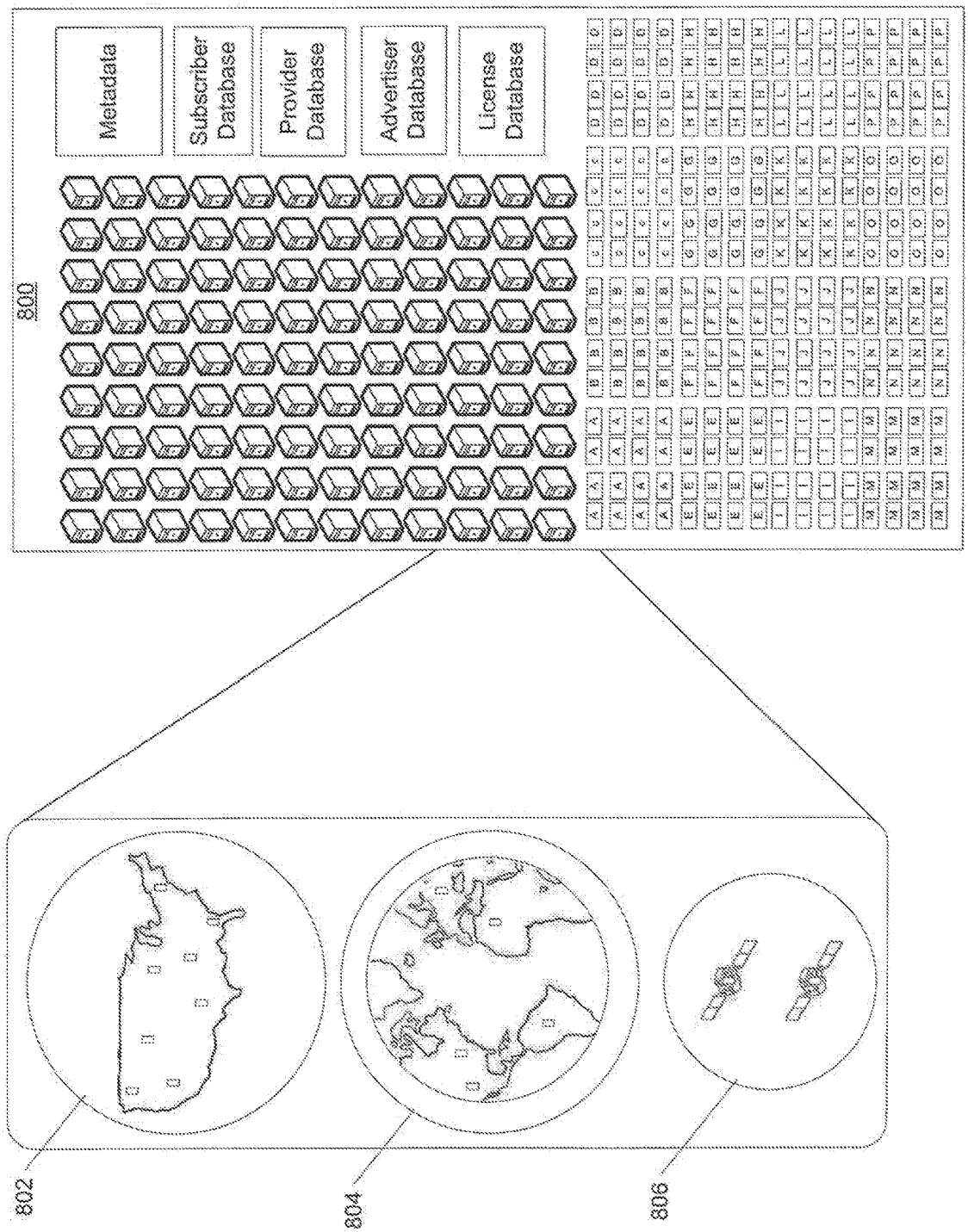
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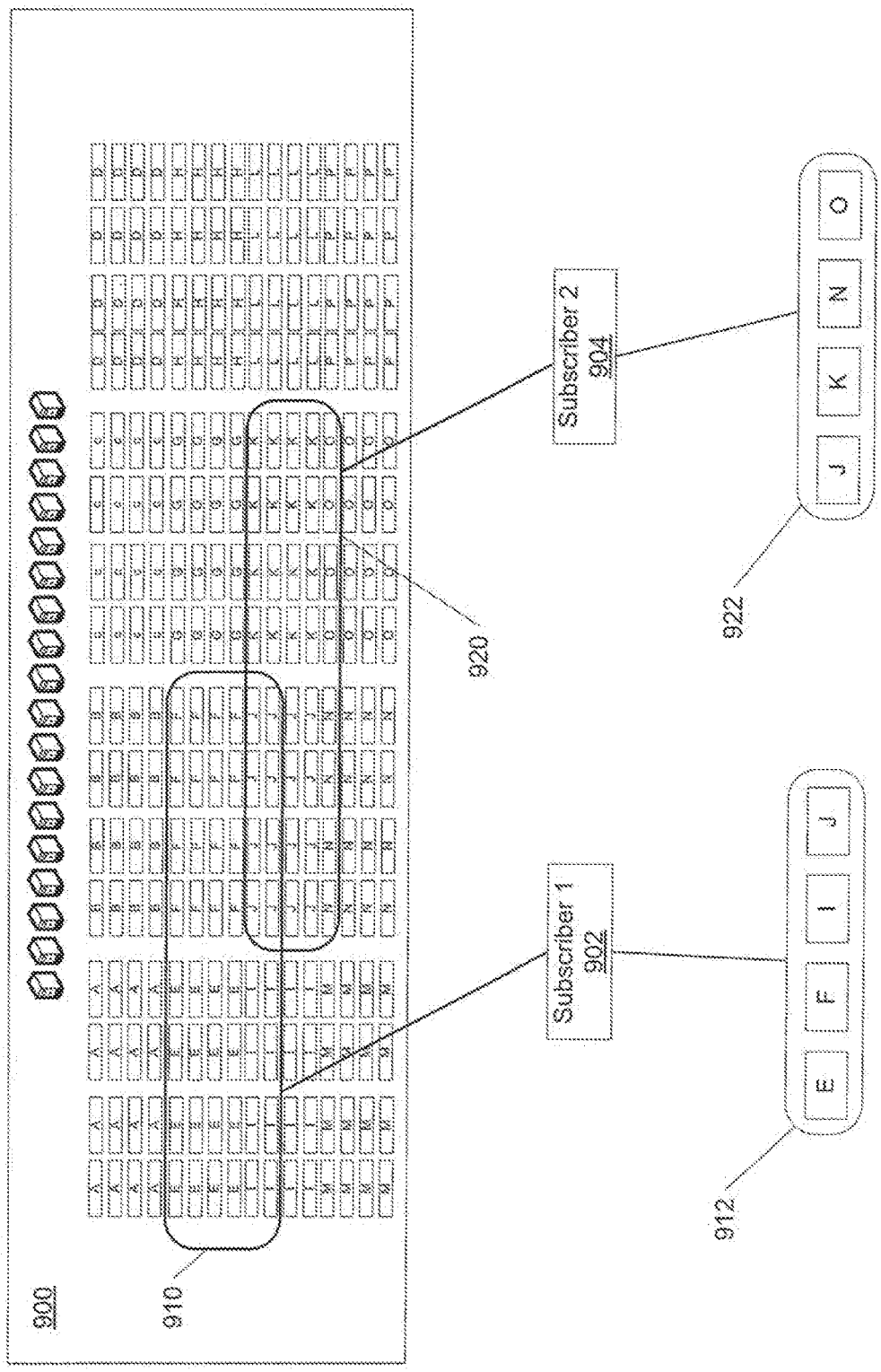
FIG. 8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O

FIG. 9

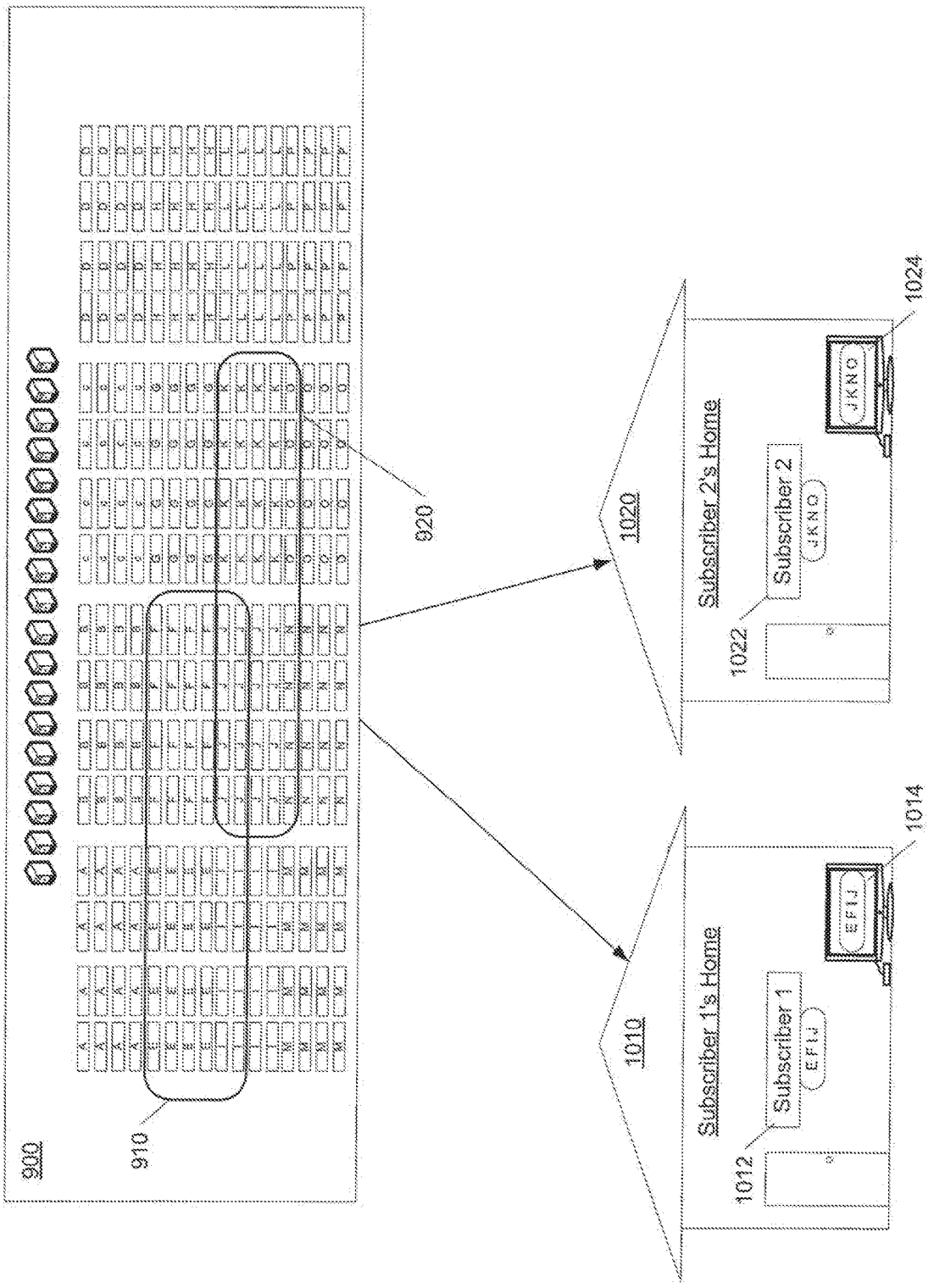
900
910
920
1010
Subscriber 1's Home
1012
Subscriber 1
EFIJ
1014
EFIJ
1020
Subscriber 2's Home
1022
Subscriber 2
JKNO
1024
JKNO

FIG. 10

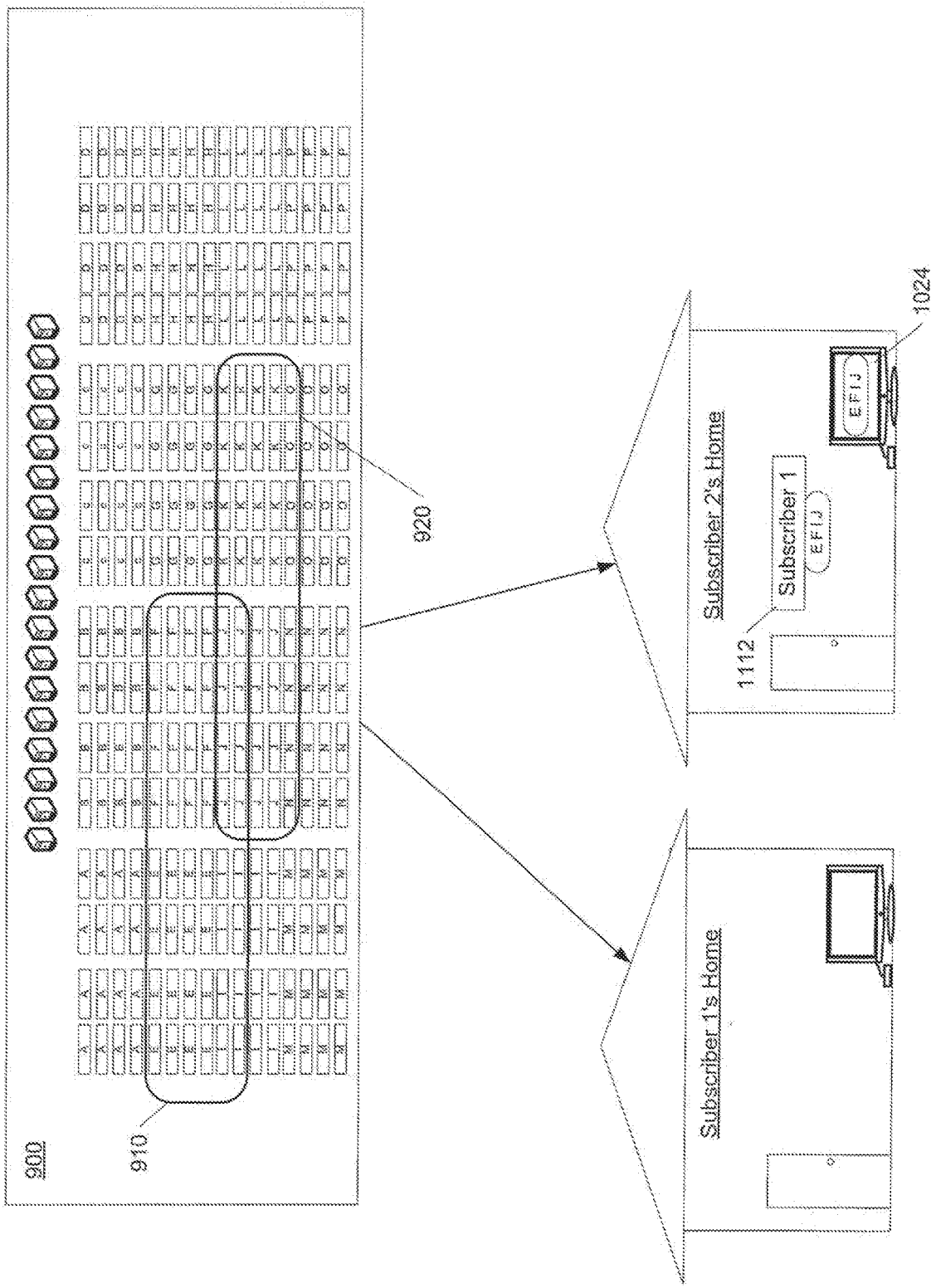
900
910
920
Subscriber 1's Home
Subscriber 2's Home
1112
Subscriber 1
EFIJ
EFIJ
1024

FIG. 11

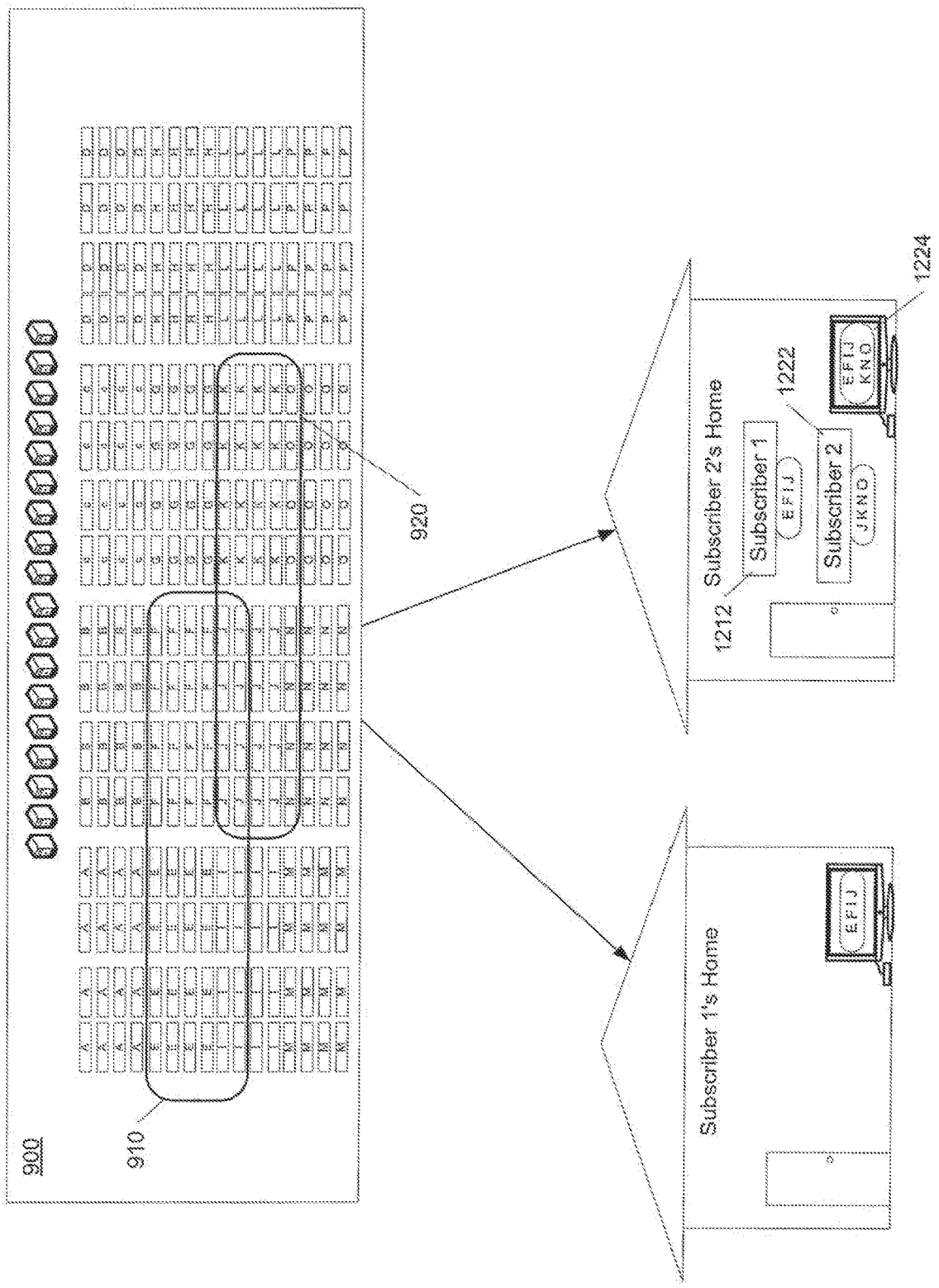
900
910
920
Subscriber 1's Home
EFIJ
Subscriber 2's Home
1212
Subscriber 1
EFIJ
1222
Subscriber 2
JKNO
EFIJ
KNO
1224

FIG. 12

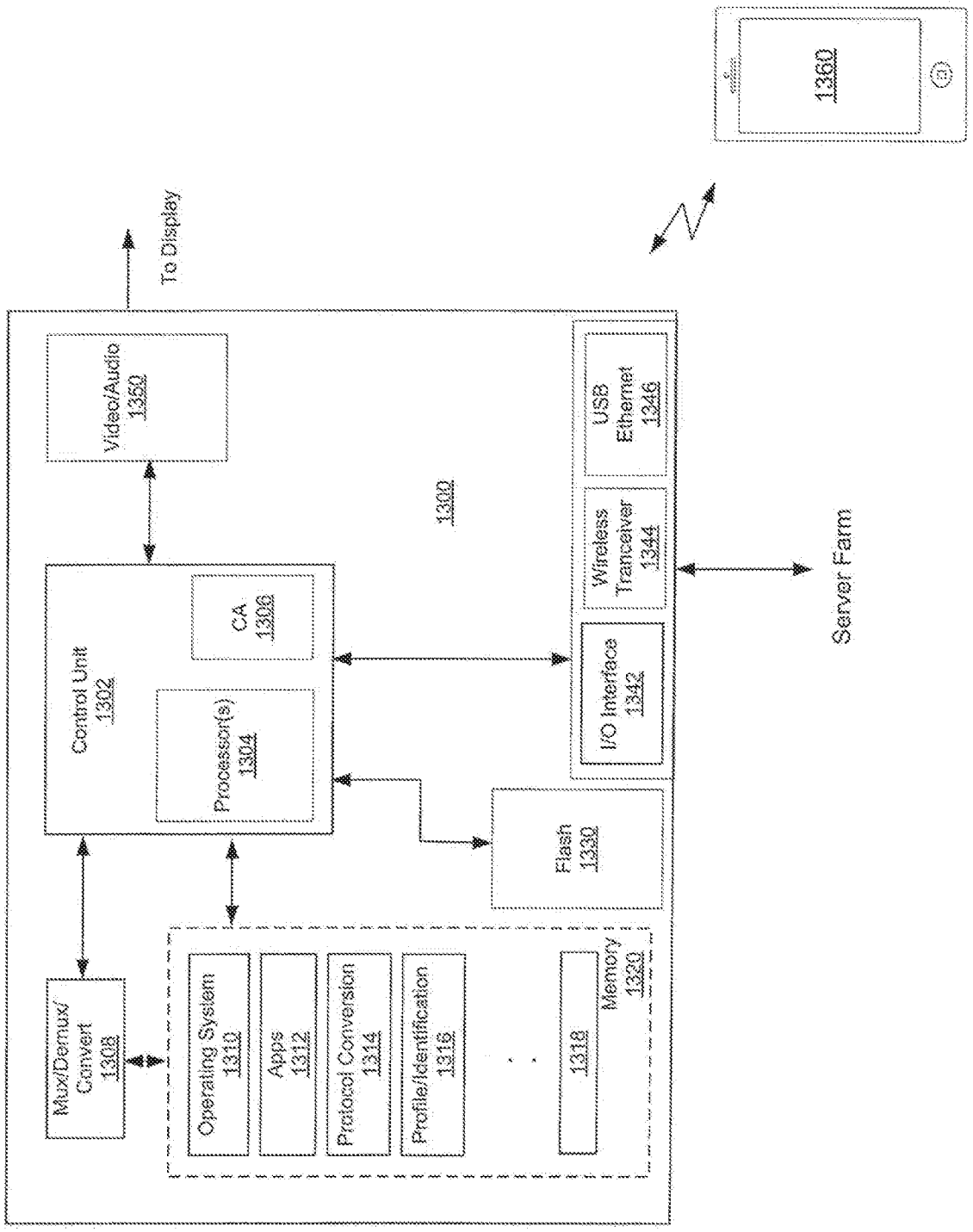
1360
To Display
Video/Audio 1360
1300
USB Ethernet 1246
Wireless Tranceiver 1344
I/O Interface 1342
Server Farm
Control Unit 1302
CA 1306
Processor(s) 1304
Flash 1330
Mux/Demux/ Convert 1308
Memory 1320
Operating System 1310
Apps 1312
Protocol Conversion 1314
Profile/Identification 1316
1318

FIG. 13

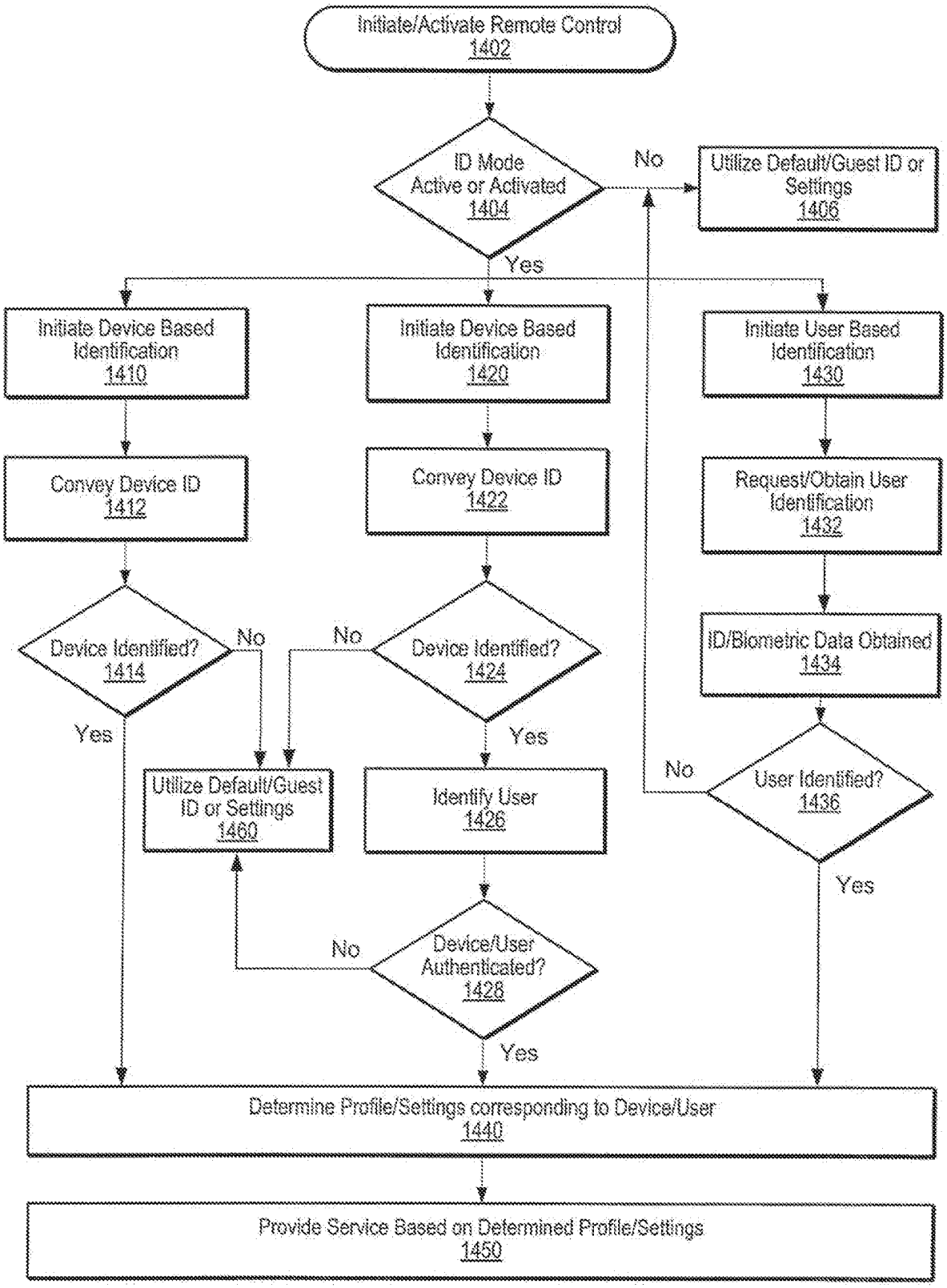
Initiate/Activate Remote Control
1402
ID Mode Active or Activated
1404
No
Utilize Default/Guest ID or Settings
1406
Yes
Initiate Device Based Identification
1410
Initiate Device Based Identification
1420
Initiate User Based Identification
1430
Convey Device ID
1412
Convey Device ID
1422
Request/Obtain User Identification
1432
Device Identified?
1414
No
No
Device Identified?
1424
ID/Biometric Data Obtained
1434
Yes
Yes
Utilize Default/Guest ID or Settings
1460
Identify User
1426
No
User Identified?
1436
Yes
No
Device/User Authenticated?
1428
Yes
Determine Profile/Settings corresponding to Device/User
1440
Provide Service Based on Determined Profile/Settings
1450

FIG. 14

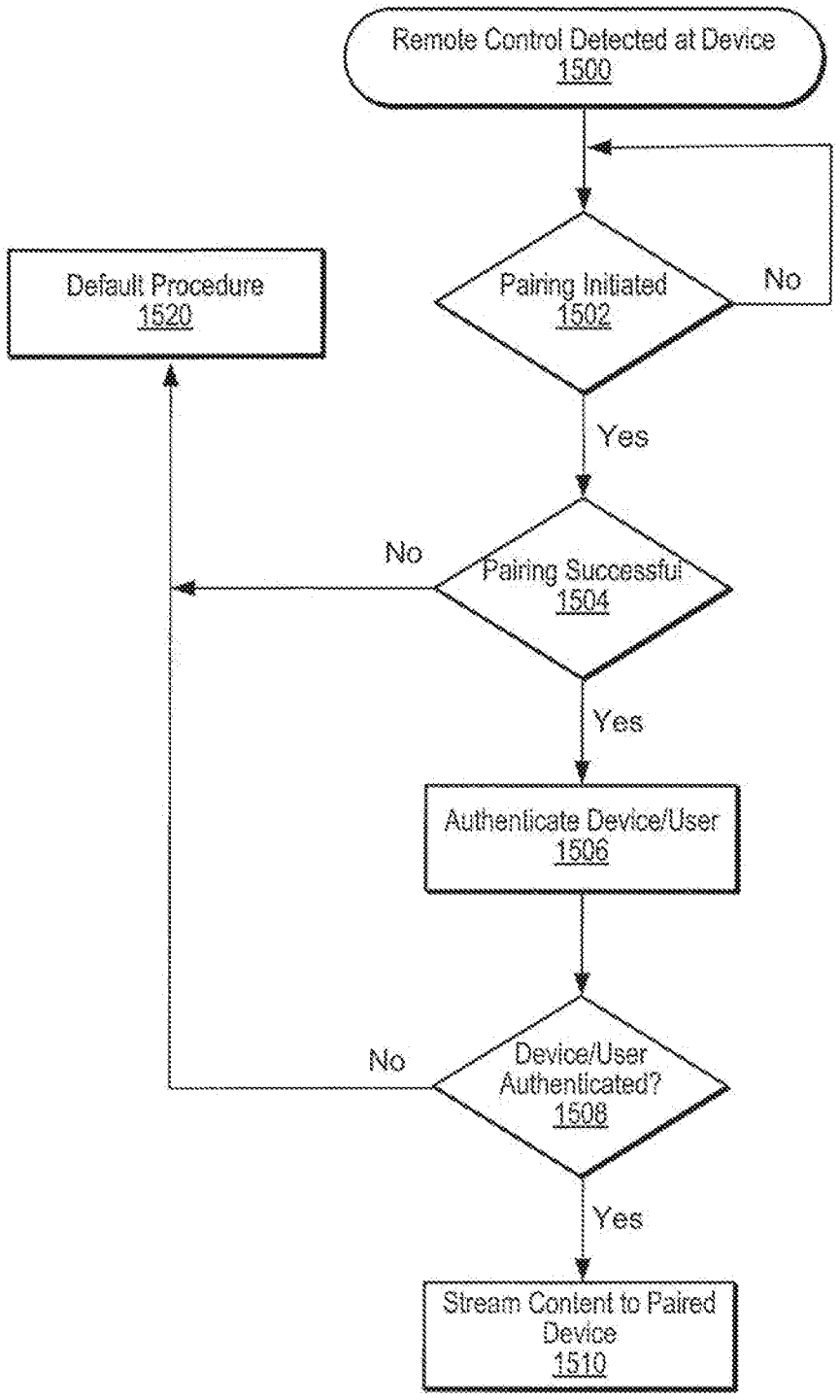
Remote Control Detected at Device
1500
Pairing Initiated
1502
No
Yes
Default Procedure
1520
No
Pairing Successful
1504
Yes
Authenticate Device/User
1506
No
Device/User
Authenticated?
1508
Yes
Stream Content to Paired
Device
1510

FIG. 15

1600
1601
1650
1606
1607
1614
1603
1630
1610
1602
1611
1612
1640
1605
8:24 PM
8:30 PM
8:00 PM
Modern Family
Election Day
modernfamily
THE NEIGHBORS
Previous

FIG. 16

1700
1710
Recommendations
1720
Mad Men
5 Seasons – 63 episodes
AMC
1730
GAME OF THRONES
Game of Thrones
2 Seasons – 20 episodes
HBO
1740
Suburgatory
1 Season – 22 episodes

FIG. 17

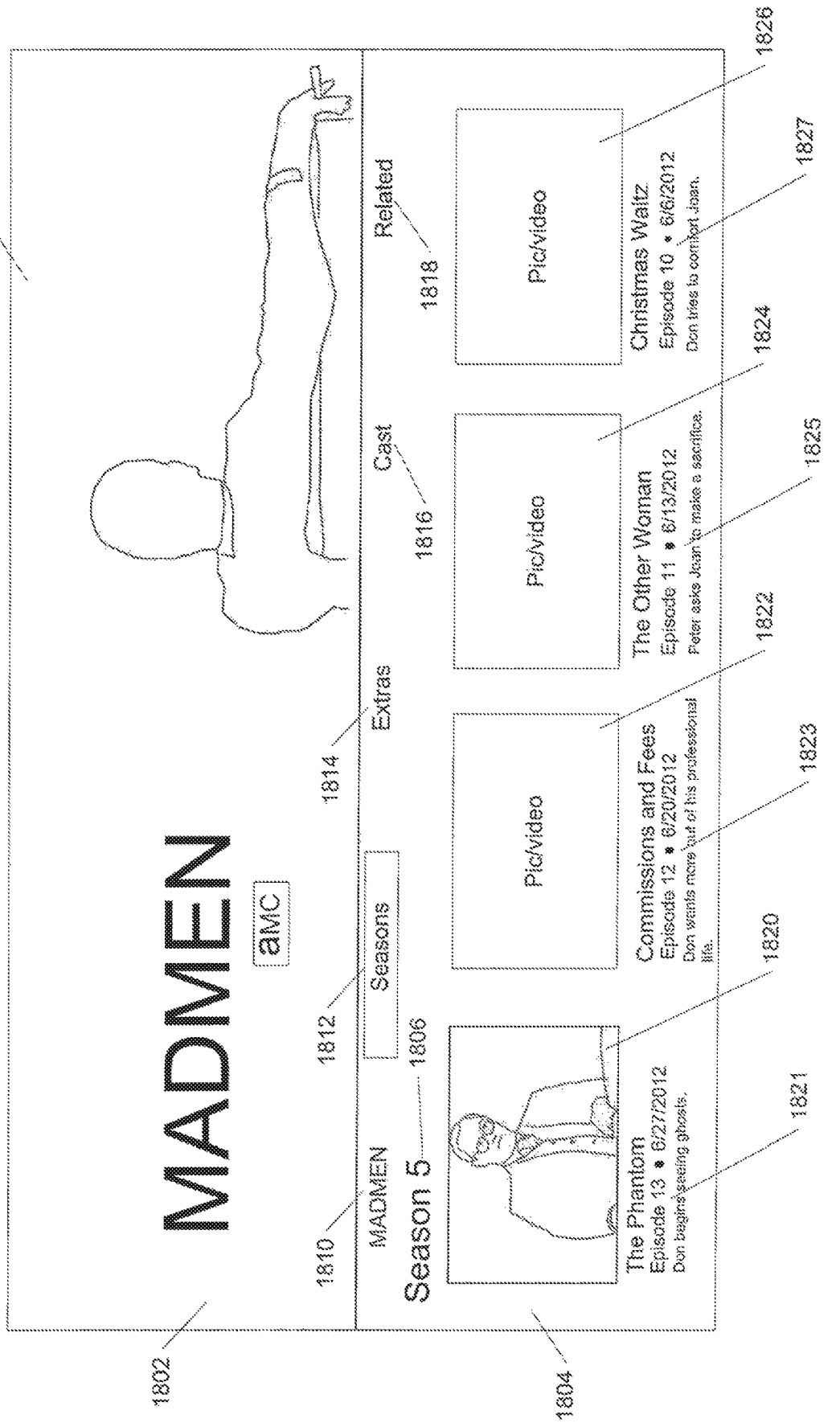
1800
1802
1804
1806
1810
1812
1814
1816
1818
1820
1821
1822
1823
1824
1825
1826
1827
MADMEN
amc
Seasons
Extras
Cast
Related
MADMEN
Season 5
Pic/video
The Phantom
Episode 13 • 6/27/2012
Don begins seeing ghosts.
Pic/video
Commissions and Fees
Episode 12 • 6/20/2012
Don wants more out of his professional life.
Pic/video
The Other Woman
Episode 11 • 6/13/2012
Peter asks Joan to make a sacrifice.
Pic/video
Christmas Waltz
Episode 10 • 6/6/2012
Don tries to comfort Joan.

FIG. 18

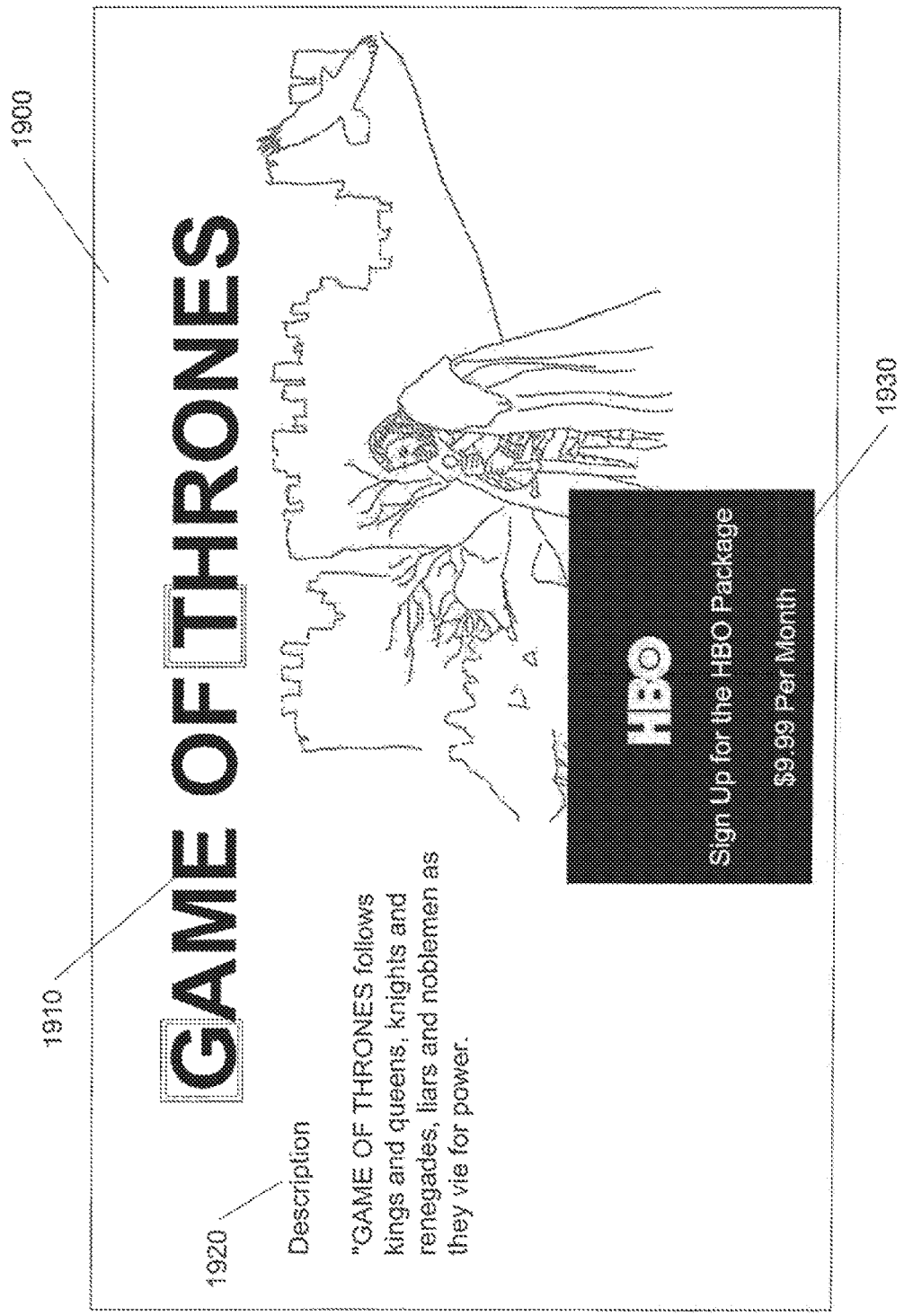
1900
1910
GAME OF THRONES
1920
Description
"GAME OF THRONES follows kings and queens, knights and renegades, liars and noblemen as they vie for power.
HBO
Sign Up for the HBO Package
$9.99 Per Month
1930

FIG. 19

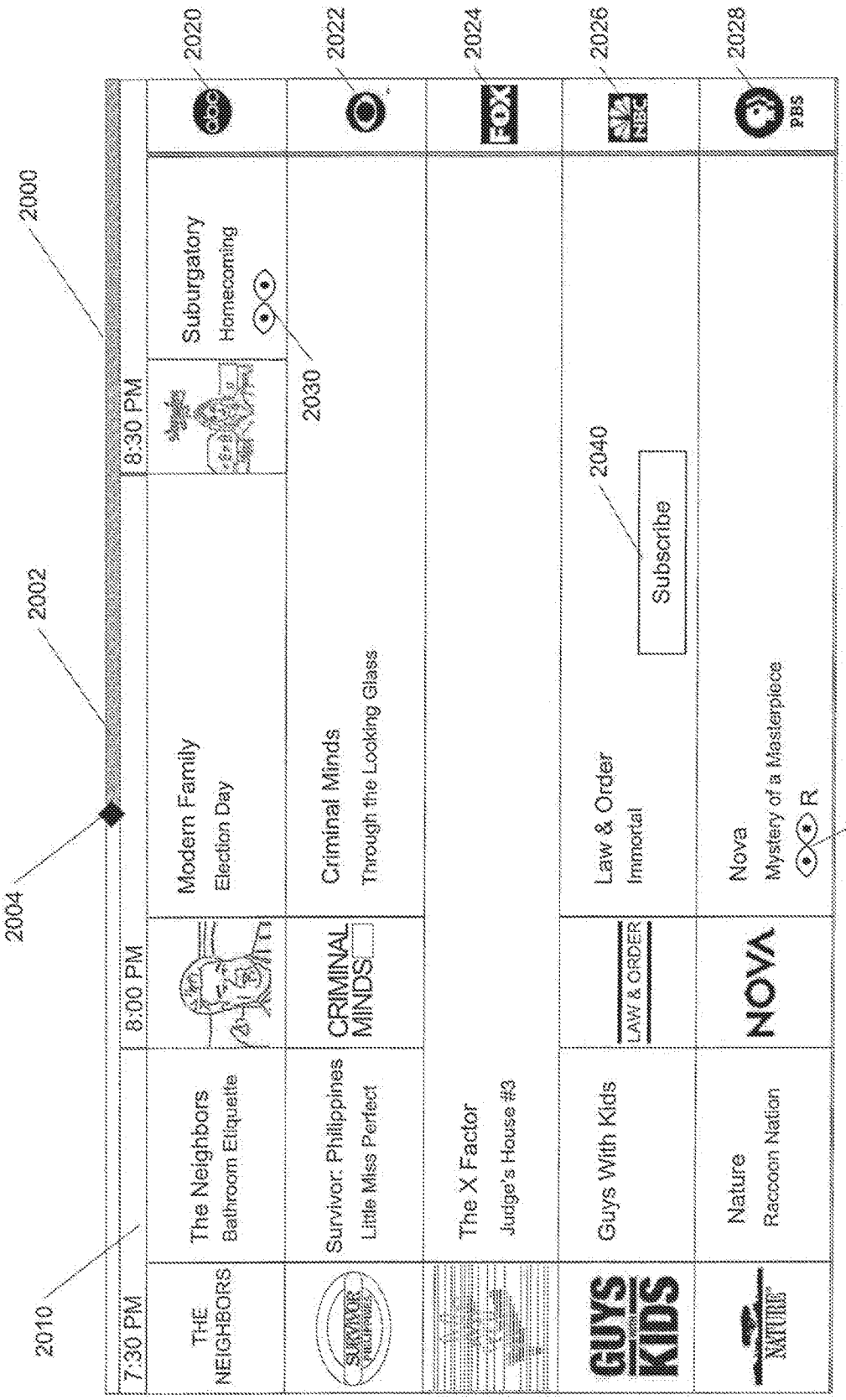
2000
2002
2004
2010
7:30 PM
8:00 PM
8:30 PM
2020
2022
2024
2026
2028
THE NEIGHBORS
The Neighbors
Bathroom Etiquette
Modern Family
Election Day
Suburgatory
Homecoming
2030
Survivor: Philippines
Little Miss Perfect
CRIMINAL MINDS
Criminal Minds
Through the Looking Glass
The X Factor
Judge's House #3
Guys With Kids
LAW & ORDER
Law & Order
Immortal
2040
Subscribe
Nature
Raccoon Nation
NOVA
Nova
Mystery of a Masterpiece
R
2032

FIG. 20

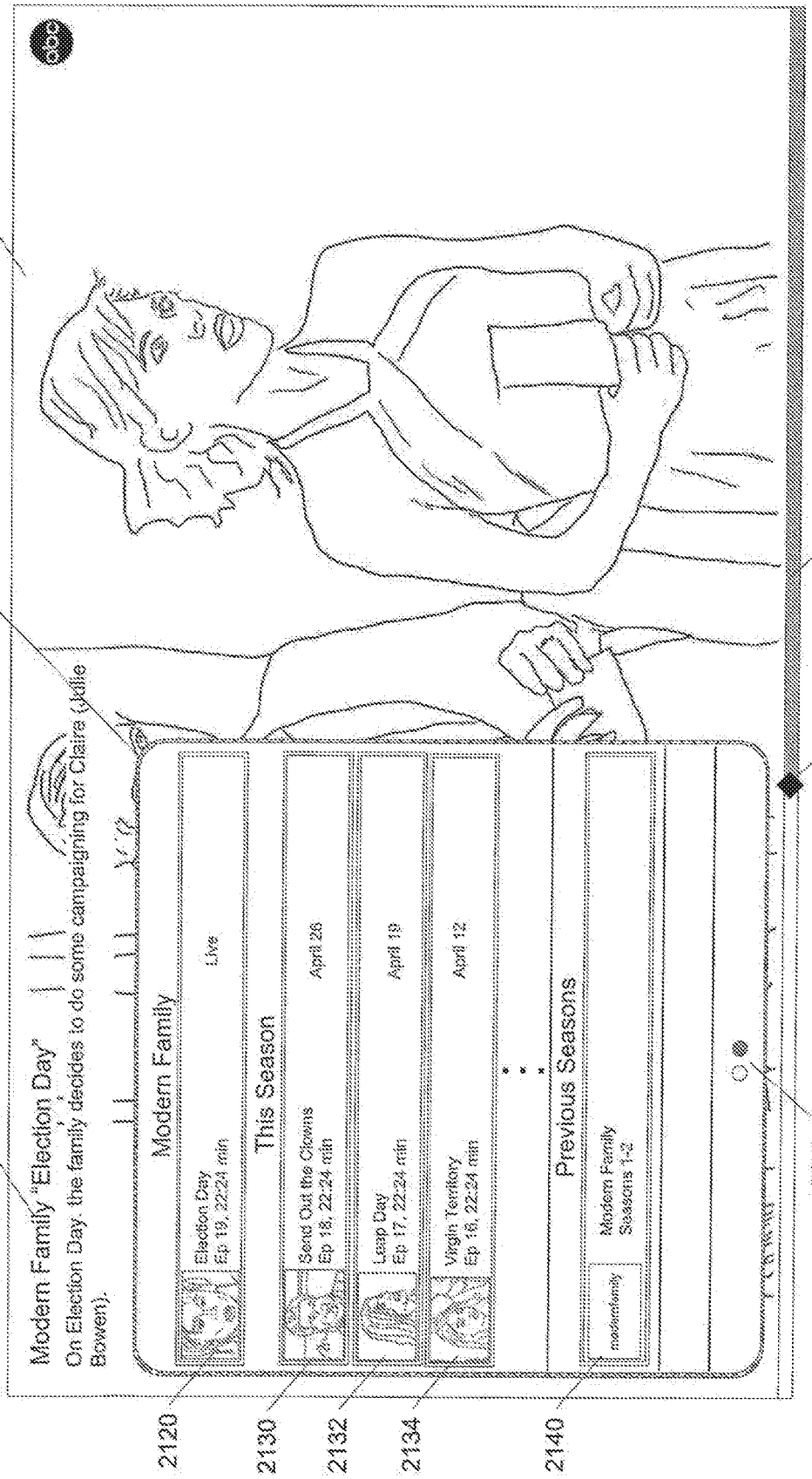
2100
2102
2110
2120
2130
2132
2134
2140
2150
2160
2162
Modern Family "Election Day"
On Election Day the family decides to do some campaigning for Claire (Julie Bowen).
Modern Family
Election Day
Ep 19, 22-24 min
Live
This Season
Send Out the Clowns
Ep 18, 22-24 min
April 26
Leap Day
Ep 17, 22-24 min
April 19
Virgin Territory
Ep 16, 22-24 min
April 12
Previous Seasons
Modern Family
Seasons 1-2

FIG. 21

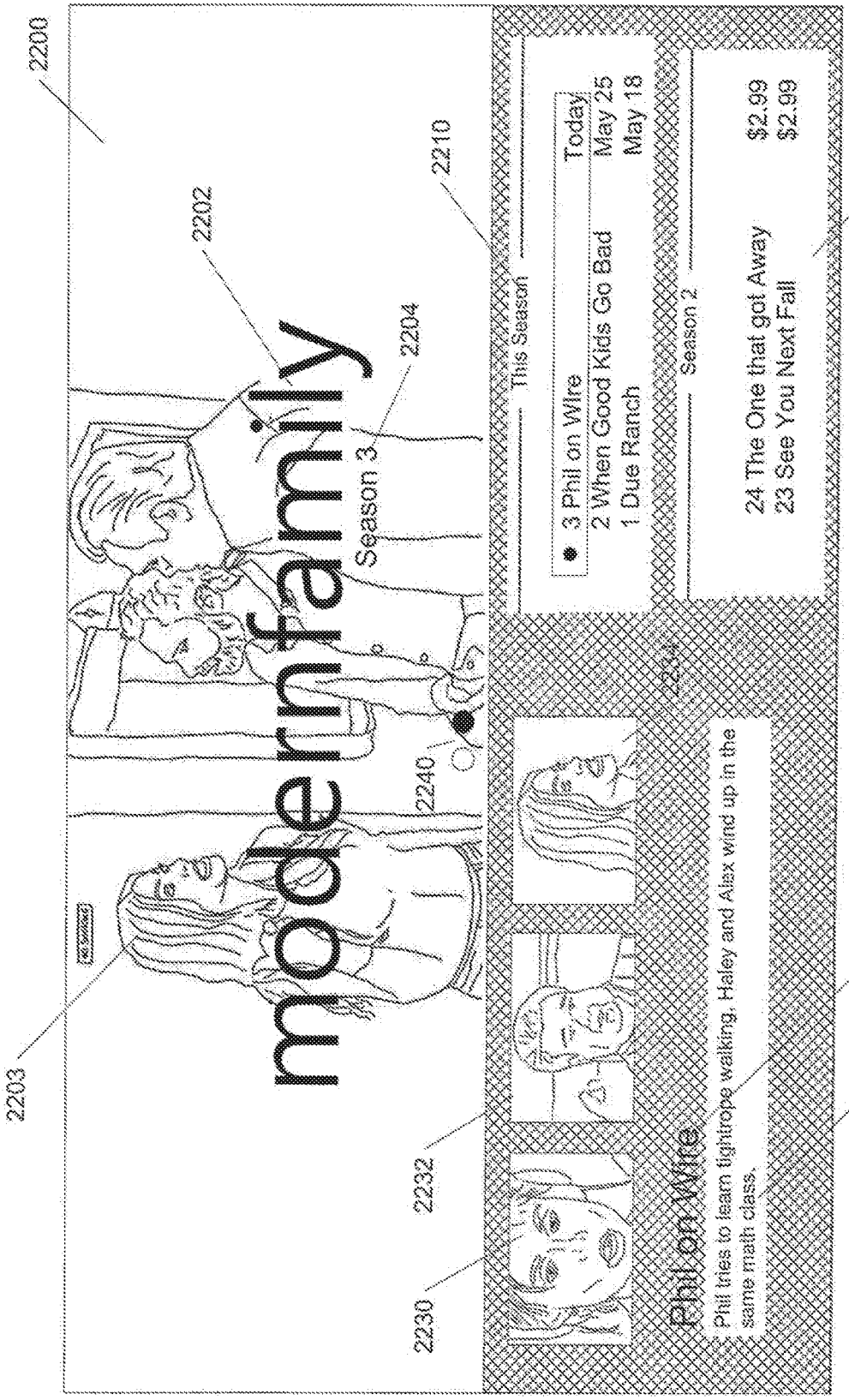
2200
2202
2204
2210
2203
2232
2230
2240
modernfamily
Season 3
This Season
Today
3 Phil on Wire
2 When Good Kids Go Bad
May 25
1 Due Ranch
May 18
Season 2
24 The One that got Away
$2.99
23 See You Next Fall
$2.99
2220
2212
2214
Phil on Wire
Phil tries to learn tightrope walking, Haley and Alex wind up in the same math class.

FIG. 22

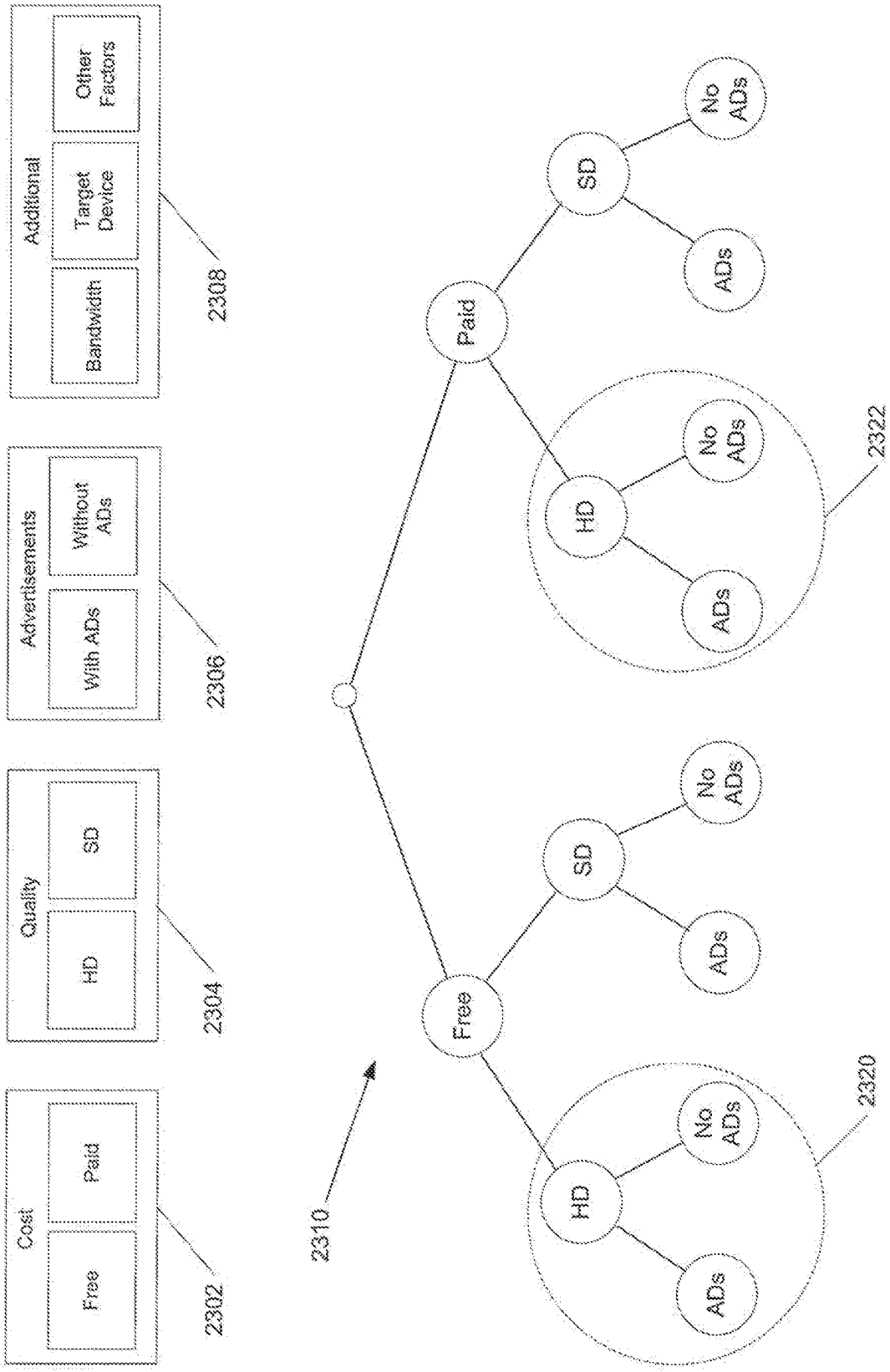
Cost
Free
Paid
2302
Quality
HD
SD
2304
Advertisements
With ADs
Without ADs
2306
Additional
Bandwidth
Target Device
Other Factors
2308
2310
Free
Paid
SD
HD
ADs
No ADs
2320
2322

FIG. 23

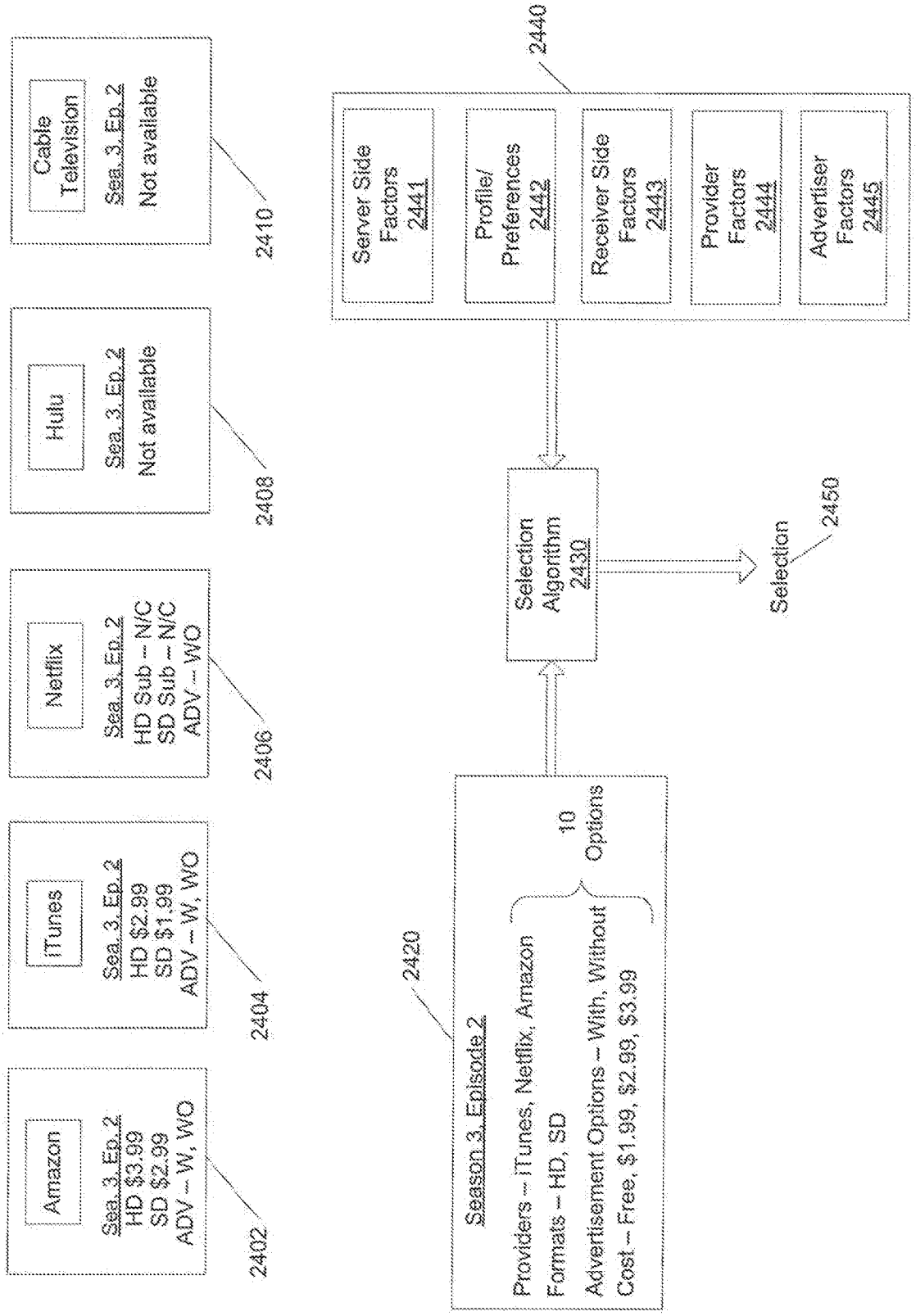
Amazon
Sea. 3 Ep. 2
HD $3.99
SD $2.99
ADV – W, WO
2402
iTunes
Sea. 3 Ep. 2
HD $2.99
SD $1.99
ADV – W, WO
2404
Netflix
Sea. 3 Ep. 2
HD Sub – N/C
SD Sub – N/C
ADV – WO
2406
Hulu
Sea. 3 Ep. 2
Not available
2408
Cable Television
Sea. 3 Ep. 2
Not available
2410
2420
Season 3 Episode 2
Providers – iTunes, Netflix, Amazon
Formats – HD, SD
Advertisement Options – With, Without
Cost – Free, $1.99, $2.99, $3.99
10 Options
Selection Algorithm 2430
2440
Server Side Factors 2441
Profile/ Preferences 2442
Receiver Side Factors 2443
Provider Factors 2444
Advertiser Factors 2445
Selection
2450

FIG. 24

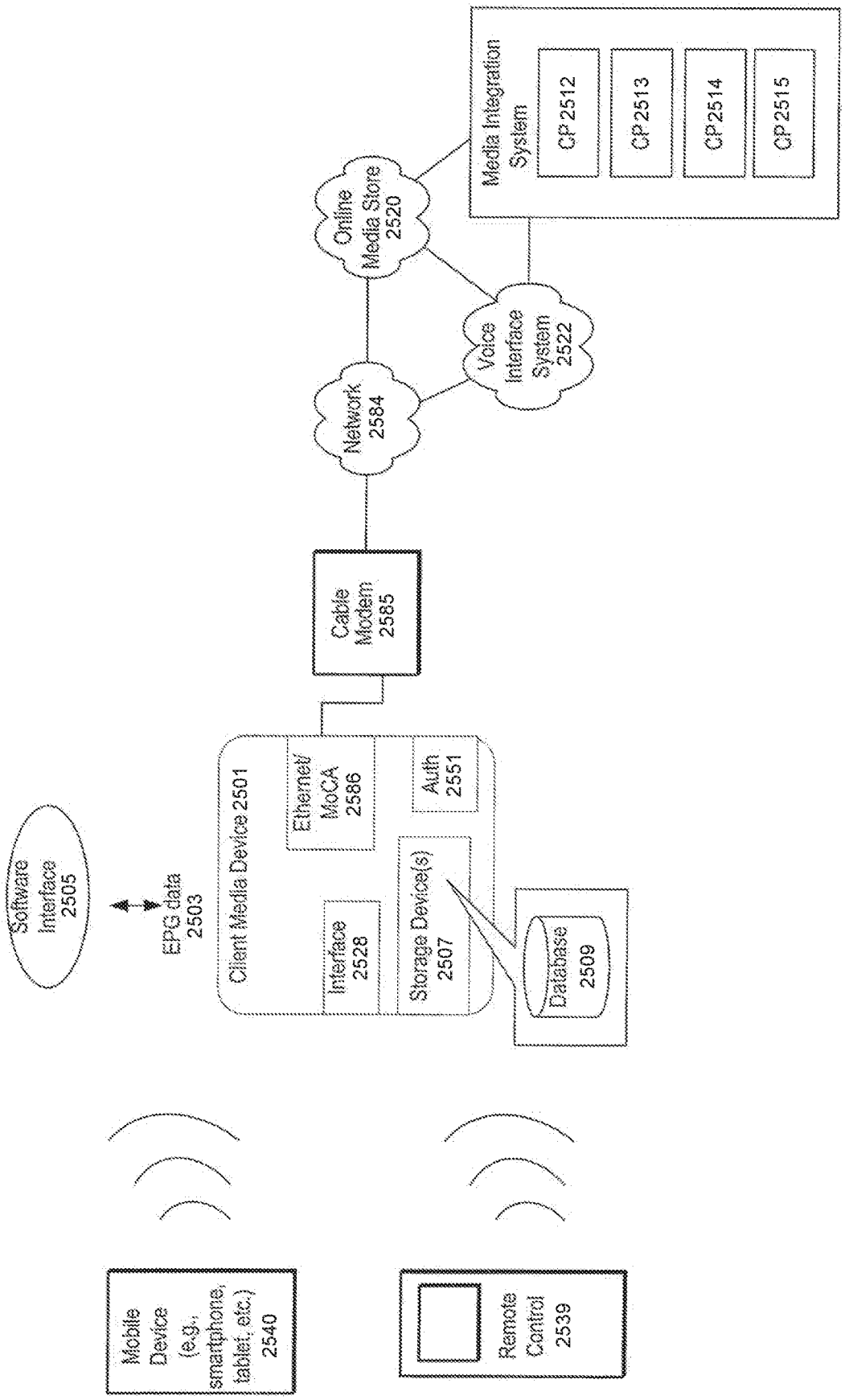
Media Integration System
CP 2512
CP 2513
CP 2514
CP 2515
Online Media Store 2520
Voice Interface System 2522
Network 2584
Cable Modem 2585
Client Media Device 2501
Ethernet/ MoCA 2586
Auth 2551
Interface 2528
Storage Device(s) 2507
Database 2509
Software Interface 2505
EPG data 2503
Mobile Device (e.g., smartphone, tablet, etc.) 2540
Remote Control 2539

FIG. 25

AGNOSTIC MEDIA DELIVERY SYSTEM

CROSS-REFERENCE TO RELATED APPLICATIONS

This application is a continuation of U.S. patent application Ser. No. 16/010,280 (now U.S. Publication No. 2018/0295403 published on Oct. 11, 2018), filed Jun. 15, 2018, which is a continuation of U.S. patent application Ser. No. 15/414,493 (now U.S. Pat. No. 10,021,440 issued Jul. 10, 2018), filed Jan. 24, 2017, which is a continuation of U.S. patent application Ser. No. 14/242,575 (now U.S. Pat. No. 9,591,339 issued on Mar. 7, 2017), filed Apr. 1, 2014, which is a continuation of U.S. patent application Ser. No. 14/088,138, filed Nov. 22, 2013, which claims benefit of U.S. Provisional Patent Application No. 61/799,545, filed Mar. 15, 2013 and U.S. Provisional Patent Application No. 61/730,501, filed Nov. 27, 2012, the entire disclosures of which are incorporated herein by reference for all purposes.

FIELD OF THE INVENTION

This invention relates to multimedia systems, and more particularly, to delivery of media content.

DESCRIPTION OF THE RELEVANT ART

For many years, broadcast television was the sole provider of video content to viewer's homes across the globe. As time has passed, and particularly with the advent of the Internet, numerous other sources of video content have arisen. In addition to broadcast television, cable television and satellite based television providers have begun providing access to video on demand and other audio and video content. In addition, special purpose set-top boxes, such as that provided by Roku®, provided a gateway for viewer's to access other sources of video content not provided by their television service provider. With such boxes, viewers were able to connect to these other content providers in order to obtain desired video content. At present, there are countless video providers in the marketplace. In addition, music and other audio content is available through various communication channels. Many are subscription based services, and some provide free content. While the explosion of video content providers in the marketplace may seem a boon for viewer's, the large number of choices and providers complicates the viewing experience.

In view of the above, improved media content delivery systems, methods and mechanisms are desired.

SUMMARY OF EMBODIMENTS

Systems and methods for a media content delivery service are contemplated.

A media content delivery service is contemplated that includes a data store for storing and serving video content to subscribers. Such a data store may comprise one or more data stores, distributed storage, peer-to-peer based storage, cloud based storage or otherwise. In various embodiments, the media content provider is configured to continually record and or otherwise acquire media content from around the world for storage. Video and audio content stored in the data store will generally correspond to a large number of other content providers, such as cable television operators, Internet based content providers, television networks, and so on. The media content provider also maintains metadata regarding the video content in the data store. In addition to

including information concerning the media content itself—such as format, duration, compression particulars, and so on, the metadata also includes information that associates the video content with the other video content providers. For example, a stored episode of a series shown on the HBO network will be identifiable as corresponding to the HBO network.

Subscribers to the media delivery provider interact with the media delivery provider via hardware and/or software mechanisms either provided by the media delivery provider or conforming to specifications of the media delivery provider. In this manner, the viewing and listening (media consumption) experience for subscriber's may be relatively uniform. Based on these subscriber's subscriptions to the other video content providers, the subscribers will have viewing privileges for content maintained in the data store. In this manner, video content a subscriber corresponding to multiple video content providers is maintained and served by a single provider.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. **1** depicts one embodiment of a video display.

FIG. **2** depicts one embodiment of a video display and secondary sources.

FIG. **3** depicts one embodiment of a video display and secondary sources.

FIG. **4** depicts one embodiment of a video display and secondary sources.

FIG. **5** depicts one embodiment of a video display and secondary sources.

FIG. **6** depicts one embodiment of a portion of a television system.

FIG. **7** depicts one embodiment of a portion of a television system.

FIG. **8** depicts one embodiment of the distribution of video data store.

FIG. **9** depicts one embodiment of subscribers and video content.

FIG. **10** depicts one embodiment of subscribers and video content.

FIG. **11** depicts one embodiment of subscribers and video content.

FIG. **12** depicts one embodiment of subscribers and video content.

FIG. **13** depicts one embodiment of a receiver and mobile device.

FIG. **14** depicts one embodiment of a method for identifying a subscriber.

FIG. **15** depicts one embodiment of a method for pairing a television and mobile device.

FIG. **16** depicts one embodiment of a video display.

FIG. **17** depicts one embodiment of a video display.

FIG. **18** depicts one embodiment of a video display.

FIG. **19** depicts one embodiment of a video display.

FIG. **20** depicts one embodiment of a video display.

FIG. **21** depicts one embodiment of a video display.

FIG. **22** depicts one embodiment of a video display.

FIG. **23** depicts one embodiment of content selection biasing factors.

FIG. **24** depicts one embodiment of content selection biasing factors.

FIG. **25** depicts one embodiment of media content delivery system.

While the invention is susceptible to various modifications and alternative forms, specific embodiments thereof are shown by way of example in the drawings and will

herein be described in detail. It should be understood, however, that the drawings and detailed description thereto are not intended to limit the invention to the particular form disclosed, but on the contrary, the intention is to cover all modifications, equivalents and alternatives falling within the spirit and scope of the present invention as defined by the appended claims. As used throughout this application, the word "may" is used in a permissive sense (i.e., meaning having the potential to), rather than the mandatory sense (i.e., meaning must). Similarly, the words "include," "including," and "includes" mean including, but not limited to.

Various units, circuits, or other components may be described as "configured to" perform a task or tasks. In such contexts, "configured to" is a broad recitation of structure generally meaning "having circuitry that" performs the task or tasks during operation. As such, the unit/circuit/component can be configured to perform the task even when the unit/circuit/component is not currently on. In general, the circuitry that forms the structure corresponding to "configured to" may include hardware circuits. Similarly, various units/circuits/components may be described as performing a task or tasks, for convenience in the description. Such descriptions should be interpreted as including the phrase "configured to." Reciting a unit/circuit/component that is configured to perform one or more tasks is expressly intended not to invoke 35 U.S.C. § 112, paragraph six, interpretation for that unit/circuit/component.

DETAILED DESCRIPTION

In the following description, numerous specific details are set forth to provide a thorough understanding of the present invention. However, one having ordinary skill in the art should recognize that the invention might be practiced without these specific details. In some instances, well-known circuits, structures, and techniques have not been shown in detail to avoid obscuring the present invention.

Referring to FIG. **1**, one embodiment of a television **100** and television display **102** is shown. In the example shown, the television display **102** is displaying video content related to a television show. In particular, the title **104** of a television show is depicted along with an episode bar **106** and play icon **110**. In the embodiment shown, the content depicted by the display **102** is provided according to a subscription a viewer has with a television subscription service. In one embodiment, this television subscription service is an Apple TV® service indicated by the icon **120**. In various embodiments, the title **104**, bar **106**, and icon **110** may be generated as an overlay on top of another image, such as a still picture, video content, animation, or otherwise. Such overlays may be produced by a set-top box, a program executing on, or logic incorporated into circuitry incorporated into the television **100** itself, or by a provider of video content (e.g., the Apple TV service). In other embodiments, rather than an overlay, the title **104**, bar **106**, and/or **110** may be integrally generated as part of an image or video displayed on the display portion **102** of the television. As used herein, "overlay" is intended to include not only the generation of overlays on top of other content, by the content that is integrally generated as part of the video content as well.

As shown in the example, bar **106** includes six images which correspond to subject matter related to the show titled **104** above. As shown, subject matter corresponding to three seasons of the show ("modernfamily") are depicted. In particular, images corresponding to season 1 (Sea. 1), season 2 (Sea. 2), and season 3 (Sea. 3) are shown. For season 3, separate images are shown to correspond to particular episodes of season 3; namely, episodes 1-4 (Ep. 1-Ep. 4). In various embodiments, the images depicted within the bar **106** may be still images or video corresponding to the related season or episode, movie, or other media content.

Also shown in FIG. **1**, one of the particular images **108** is indicated to have "focus". As is understood by those skilled in the art, "focus" generally refers to the selection of a graphical element on a display in order to display information related to the selected item, prepare the item for further selection in order to further traverse a graphical user interface, and so on. In this example, focus is illustrated by the use of a broader outline on image **108** than is used for the other images within bar **106**. Numerous other alternative ways for indicating focus are known in the art, such as the use of different lighting, colors, animations, etc. All such alternatives are contemplated. Focus in this case may be used to identify a particular image within bar **106** which is intended as a target when the play icon **110** is selected by a user. In this manner, selecting play **110** while image **108** is selected (i.e., has focus) may result in episode 1 of season 3 of the modernfamily television series being played on the display **102**.

While FIG. **1** depicts seasons and episodes of a television series available for viewing, what is not shown to the television viewer in this example is that the content corresponding to the images in bar **106** has been aggregated from multiple sources corresponding to multiple subscriptions. As used herein, subscriptions to these multiple services may be referred to as secondary subscriptions, while a subscription to the service corresponding to the display **102** (e.g., the Apple TV service) may be referred to as the primary subscription. In various embodiments, the primary subscription may be to Apple TV (or iTunes or a similar service) in which case Apple TV may be referred to as the "primary provider", and the other multiple service providers may be referred to as "secondary providers". It is noted that in some cases, a secondary provider may not provide all of the content to which it provides access. In some embodiments, a subscription with a secondary provider simply gives a viewer the right to access the data from a different provider. Various such alternatives are possible and are contemplated. In contrast to the scenario depicted in FIG. **1**, in a typical scenario a viewer may have a subscription to a service such as the NETFLIX® service which provides television, movie, and other video content. When displaying available content for viewing, the NETFLIX service displays content available from NETFLIX. Alternatively, a service such as the TIVO® service may depict content available from multiple sources corresponding to multiple subscriptions. However, when accessing such content, the viewer accesses a particular service provider in order to obtain the desired content assuming the viewer has a subscription. In such a case, the TIVO service simply points the viewer to a service which provides content. The viewer then connects to that service to obtain content. In contrast to the above, not only does bar **106** in FIG. **1** identify content corresponding to multiple providers which may require multiple secondary subscriptions, all of the corresponding content has been aggregated by the provider of the service that corresponds to the primary subscription (e.g., Apple TV).

For example, FIG. **2** illustrates the television **100** and display **102** of FIG. **1** with like items having identical reference numerals. FIG. **2** illustrates that the content identified within bar **106** corresponds to different subscription based services **200**. For example, season 1 (Sea. 1) is available from the Amazon® service **202**, season 2 (Sea. 2)

is available from the Apple iTunes® service **204**, episodes 1 and 2 of season 3 are available from the Netflix® service **206**, episode 3 of season 3 is available from the Hulu Plus® service **208**, and episode 4 of season 4 is available from a cable television service **210**. In the example shown, a viewer of the display **102** has a subscription to a service provided by the source of the display **102**. For example, the viewer may have a subscription to an Apple TV® (the primary subscription). In various embodiments, the Apple TV service has recorded or otherwise obtained and aggregated content corresponding to all of the sources/providers shown in block **200**. Such content may have been obtained directly from the providers themselves, or otherwise. In such an embodiment, whether the viewer selects to view episode 3 or episode 4 of season 3 (each of which corresponds to a different provider and subscription), or any of the other content shown in block **106**, the content will be provided by the Apple TV service.

FIG. **3** illustrates one embodiment in which a selection algorithm is used for determining what content is shown as available. Such an algorithm(s) may also be used to select particular content for display when multiple options are available. For example, as shown in FIG. **3**, each of the services/providers (**302**, **304**, **306**, **308**, **310**) depict relevant content available corresponding to the modernfamily television series. As can be seen, there is significant duplication among the services in available content. As such, a selection algorithm **320** may be used to select from among the available content. Also, shown in this example is a set-top box **300** coupled to the television. In various embodiments, selection algorithm may include hardware and/or software based processes performed at a server(s) (not shown in FIG. **3**), in the set-top box or television itself, at a content provider, or any combination thereof. For example, there may be multiple options available for the episode 1, season 3, e.g., episode 1 of season 3 may be available from multiple sources. This particular episode is available from both provider **308** and provider **310**. In addition, each of these providers may have this particular episode available in high definition (HD), or standard definition (SD) or both. Other options may be available as well. Given the various options, duplicate versions of content are possible. In some embodiments, all versions may be displayed to a viewer as being available. In other embodiments, it may not be desirable to always show all versions currently available. In such embodiments, determining which version(s) of particular content to display as being available for selection may need to be made. Alternatively, if selecting "play" by the viewer causes the episode to immediately begin playing automatically, then a selection algorithm may be needed to determine which source is used to provide the content. Whichever option is selected, it will have been stored by the primary subscription service and provided by this primary subscription service (e.g., Apple TV) rather than one of the services/providers (**302**, **204**, **306**, **308**, **310**). Further details regarding the above mentioned selection algorithms will be discussed in greater detail below.

In various embodiments, the content shown as being available in block **106** may also be based upon content that is available for viewing (irrespective of whether the viewer has a current subscription for the content), or content that is available based on the viewer's current subscription(s). The approach used to choose what is shown as being available may be programmable (e.g., based on user settings in a set-top box, based on a service provider's preferences, or otherwise) and may be a combination of the above approaches. FIG. **4** depicts an embodiment in which the content shown as being available is based on whether or not the viewer has a secondary subscription to an available service. In various embodiments, a viewer may be able to view and manage their various primary and secondary subscriptions using interfaces provided by the primary provider on the display. In the example shown in FIG. **4**, providers **402-410**, selection algorithm **420**, set-top box **400** and display **430** are shown. Each of the providers **402-410** are shown coupled to the algorithm **420** by a line. In the embodiment shown, a line coupled from a provider **402-410** to the selection algorithm indicates that the primary subscription based service (Apple TV) provides content corresponding to the given provider (e.g., based on an agreement between the primary subscription service provider and the secondary subscription service provider). A solid line in this case is used to indicate that the viewer has a subscription to the corresponding provider/service and a dashed line indicates the viewer does not have a subscription to the provider/service.

As seen in FIG. **4**, the iTunes service is the only provider of season 1 (Sea. 1) of the modernfamily television series. As shown by the dashed line **412**, the viewer, which corresponds to the subscription displayed on the display, **430** does not have a currently valid subscription to this service. Consequently, season 1 (Sea. 1) does not show up as being available on the display **430**. As an example, a viewer may not want content displayed when a subscription is not available in order to reduce the amount of content displayed. FIG. **5** illustrates the approach wherein content is shown to the viewer as being available irrespective of whether or not the viewer has a (secondary) subscription for the content. In the example of FIG. **5**, lines **502**, **504**, and **506** show the viewer does not have a subscription to the Amazon, iTunes, or Netflix services. Nevertheless, all content is shown as being available to the viewer on the display **530**. Having briefly described a television service with primary and secondary subscriptions, and the aggregation of all content by the primary subscription service, we now turn to a discussion of the system in general.

FIG. **6** illustrates one embodiment of a system corresponding to the above description. In the embodiment shown, a "data store" **600** is shown that includes a large number of servers **630** and a data store **640**. In various embodiments, the data store **600** corresponds to a cloud based service whereby content and services are delivered over a network such as the Internet. Also shown are multiple content providers **620** coupled to the data store **600** via multiple communication pathways **610**. In various embodiments, providers **620** may include subscription-based providers, which provide paid and/or free content. In various embodiments, the purchase of an application (app) may provide access to particular content. For example, the purchase of a major league baseball app may provide access to content related to major league baseball. In a sense, the purchase of the app effectively serves as a subscription. The application may then be executable (e.g., by the set-top box) to provide an enhanced viewing experience for baseball related viewing. Data store **600** is also shown coupled to convey content to subscribers **660** via multiple pathways **650**. Transmission pathways **650** may include satellite-based transmission **651**, cable-based systems **652**, terrestrial or broadband radio service (BRS) based systems **653**, the Internet and/or other networks **654**, a combination of these systems, or some other appropriate system of transmission. In the embodiment shown, providers **620** includes cable television operators, television networks, movie studios, production companies, Internet service providers, satellite

television operators, and other providers/sources of content. In various embodiments, one or more of the providers **620** corresponds to a subscription-based service whereby subscribers are entitled to gain access to video content.

Also shown in FIG. **6** is the conveyance of content **621-627** by each of the providers **620** via one or more pathways **610** to data store **600**. It is noted that while the term data store—singular—is used, in various embodiments the data store **600** is in fact multiple farms that are distributed, as will be discussed shortly. Similar to pathways **650**, pathways **610** may include any of a variety of transmission media and may include a variety of transmission protocols. Content **621-627** may generally include video content and related metadata, which describes the content and/or other particular regarding the content. Such metadata can be delivered using protocols or formats such as XML, JSON and the like. Such other particulars may include information regarding licensing related information, subscriber information, pricing information, or otherwise. Appropriate secure or encrypted forms of data transmission can be used to protect commercial and proprietary information related to a provider or personally identifying information related to a user. For ease of illustration, the content **621-627** is shown with a corresponding designation A-G that serves to indicate the content corresponds to a given provider. For example, content **621**, which is conveyed by a Cable Television Operator, includes the designation "A". Corresponding data within the data store **600** data store **640** includes the designation "A" as well. In various embodiments, designation "A" for data within data store **640** may serve to indicate that a subscription to the Cable Television Operator includes access to this data. It is noted that such designations for use in relation to data within the data store **640** will form part of the metadata maintained by the data store **600**. While content within the data store **640** is shown with a given designation for ease of illustration, in various embodiments particular data in the data farm **600** may be associated with multiple providers **620** and multiple subscriptions. Accordingly, particular content such as an episode of a television show would be associated with multiple providers **620** and metadata maintained by the data store **600** would indicate as much. Therefore, while the illustration of FIG. **6** may depict content as being segregated by provider or subscription (A-P), in various embodiments such segregation or identification is merely logical based on metadata. In various embodiments, data storage reduction techniques such as deduplication and single instance storage will be used for the data store **640**.

The previous figures have discussed the television system in terms of conveying content for display on a television. As shown in FIG. **6**, the target **660** of video content conveyed by data store **600** may be any of various different types of targets. Exemplary targets **660** shown in FIG. **6** included a set-top box coupled to a television **661**, a laptop computer **662**, a desktop computer **663**, a smart phone, cellular phone, wearable portable device (e.g., a wristwatch type display), other handheld mobile device **664**, a television, a tablet computer, a cruise ship for distribution as part of an on-board video system, an automobile (e.g., for display on an integrated video screen), or aircraft for individual distribution to passengers or broader distribution as part of an on-board video system. Other targets capable of displaying video content are possible and are contemplated. Moreover, the content may be movie content that is provided by multiple secondary providers and to which aspects of the description relating to seasons, episodes, channels, that are more relevant to typical television programming may not apply. In addition, in some embodiments, the system and its interface may be used to allow a user to browse and select non-video content such as music or audio content including podcasts that may be presented or played back using the audio output capabilities of the system, or applications that may execute with content displayed on a television such as interactive games.

FIG. **6** also illustrates that targets **660** may communicate with data store **600** via paths **692**. Such communication may include requests for video content, receiving device performance related information, viewer profile related information, or otherwise. Also shown is a communication path **692** that illustrates target devices may communicate with other target devices. Such communication may be peer-to-peer based type communication or otherwise. FIG. **6** also shows targets **660** coupled via a network **670** coupled to other sources **680**. These other sources **680** may provide access to other sources of video content, Internet based content, or content directly provided by one or more of providers **620**.

As discussed above, in various embodiments a viewer may have a primary subscription and one or more second subscriptions. For example, in FIG. **6** a viewer corresponding to one of the targets **660** may have a primary subscription to Apple TV, which in the example shown corresponds to server **600** and related operations. In such an embodiment, the primary subscription may be based on monthly fee, annual fee, or other periodic fee. Alternatively, the primary subscription may be based on the purchase of a set-top box or television with integrated components to support the primary subscription service. Still further, the primary subscription may be based on a combination of a periodic fee, the purchase of equipment, per item purchases, and/or otherwise. Whichever approach is used in a given case for the subscription, the primary subscription generally provides access by the viewer to content maintained within the data store of the primary subscription service provider (e.g., Apple TV). While content available to the viewer is maintained and provided by the primary subscription service provider, which content is available to the viewer according to the primary subscription is based upon one or more secondary subscriptions of the viewer.

As an example, a viewer may have a cable television subscription (secondary subscription). In addition, the viewer may have a subscription to the service provider associated with the data store (e.g., an iTunes account or similar subscription). The cable television operator (e.g., as shown as a provider **620**) broadcasts video content, such as live television and video-on-demand content, 24 hours a day. Data store **600** is configured to record and/or otherwise capture all content broadcast/provided by the cable television operator and store the content as part of the data store **640**. For example, data designated "A" in data store **640** may represent video content broadcast and/or otherwise provided or available from the cable television operator. Given the viewer's secondary subscription to the cable television operator service, the viewer's primary subscription to Apple TV (data store **600**) entitles the viewer to access all of the content in the data store **640** that corresponds to the cable operator. Consequently, the viewer may view live television broadcasts of the cable television operator, which are provided by the data store **600** rather than the cable television operator. Additionally, as the data store **600** is constantly recording/gathering all of the cable operator content, the viewer may have access to content which was broadcast by the cable television operator a week ago, a month ago, or even a year ago, depending on how long the data store maintains the data and/or has rights to convey the data. It is

noted, that as used herein, the term broadcast is not limited to a television broadcast in the traditional sense. Rather, broadcast may refer to conveyance of media content from any content provider or delivery system including Internet based providers, satellite based providers, conveyance of content in a viewer's own media store, or otherwise. Additionally, broadcast may be used to encompass multicast and point-to-point communication as well.

In various embodiments, the data store **600** is in principle generally configured to record all video data everywhere all of the time. In other words, the data store **600** operator may seek to store all video content available for viewing globally. Of course as a practical matter, it may not be possible to capture video content in such an all-encompassing manner. As such, the data store operator may generally seek to capture as much media content (audio and/or video, applications, images, etc.) as possible based on subscriber interests and other factors. Such an approach may seek to include storing all previously available video content anywhere in the world and continuously recording newly available video content that is deemed worthy of capture for business or other purposes. Acquisition of video content may generally necessitate license agreements with various copyright holders and providers. As noted earlier, particular content that has been acquired and resides in the data store **600** may be associated with multiple providers. However, while multiple providers may provide subscribers access to particular video content, it generally will not be the case that the data store **600** operator will need agreements with all such providers in order to acquire the content. Rather, in most cases, video content will have been acquired and stored as part of the content **640**. The data store **600** operator will then form agreements with providers **620** which will entitle subscribers with primary subscriptions to the data store service **600** and a given secondary subscription to another service **620** to access secondary subscription available content from the data store **600**. Depending on a viewer's secondary subscriptions, content within the data store **600** that is accessible to the viewer will vary. In various embodiments, rather than subscribing to all of a secondary provider's content, viewer's may be able to subscribe to a subset of the content offered by a secondary provider, or to combinations of subsets of content offered by multiple secondary providers. For example, a viewer may subscribe to only a particular network, a particular television series, a particular night of the week (e.g., the Thursday night lineup), subscribe according to varying durations (e.g., just the next two weeks), all shows of a particular genre across multiple secondary content providers (e.g. medical dramas; reality shows; etc.) or all content featuring a particular actor (e.g. all Alec Baldwin content), and so on. Numerous such alternatives are possible and are contemplated.

While the embodiment of FIG. **6** contemplates a primary subscription provider and multiple secondary subscription providers **620**, the viewing experience provided to the viewer is generally managed solely by the primary subscription provider. FIG. **7** illustrates a primary subscription based data store **700** coupled to provide video content to targets **710**. As previously discussed, data store **700** stores data associated with multiple secondary subscription providers. By having a suitable secondary subscription, a viewer gains access to data in the data store **600** that represents data also provided by the secondary subscription provider. However, the secondary subscription provider does not provide the content to the viewer. Rather, the content is provided by the primary subscription provider. In some embodiments, the viewer may be able to receive content from a secondary provider. In some embodiments, responsive to a purchase by a viewer, the primary provider may obtain content from the secondary provider (assuming the primary provider does not already have the content) and convey/forward the content to the viewer. Conveying/forwarding the content in such a case may include reformatting and/or modifying associated metadata to conform to the primary provider's system requirements.

Additionally, the video environment within which the video content is provided (e.g., via a set-top box provided by the primary subscription provider, etc.) is controlled by the primary subscription provider. Such an approach eliminates or minimizes the viewer's need to navigate or otherwise deal with disparate secondary provider environments. To further enhance the viewer's experience, complications associated with managing secondary subscriptions may be managed through the primary subscription. For example, the primary subscription provider may identify content available to a viewer via a secondary subscription. Should the viewer wish to subscribe to the secondary provider, this may be done through the primary subscription service and may even be billed as part of the primary subscription service billing. This may be accomplished via the primary subscription service interface using a consistent visual/graphical approach. In such a manner, the system provides the viewer with a consistent interface and viewing experience.

As illustrated in FIG. **7**, data store **700** includes multiple databases configured to store data associated with the stored video content. These databases include metadata **702**, subscriber databases **704**, provider databases **706**, advertiser databases **708**, and license databases **710**. Metadata **702** may generally include data that identifies the nature of video content type, size, title, duration, cast, secondary providers, etc. Subscriber databases **704** may include information regarding primary subscriptions and perhaps secondary subscriptions. Provider databases **706** may include information regarding secondary subscription providers. Advertiser databases **708** may include information regarding advertisers, advertisements, and corresponding agreements. License databases **710** may include license data related to stored content. It is noted that these databases are exemplary only. Numerous other and/or alternative databases may be maintained. Additionally, any suitable storage and/or transmission format for metadata and content may be utilized, such as XML, JSON, or otherwise. As shown, data store **700** conveys video data to targets **710** via a path **702**. As depicted, the video content and associated metadata along path is conveyed in a manner to provide a consistent viewing experience—visually illustrated as "V"—which generally seeks to eliminate viewing experience differences generally associated with different video content providers. View **704** illustrates that differences associated with the video content regarding secondary subscriptions or otherwise are subjugated (e.g., identified via the metadata) to the larger viewing presentation. In this manner, viewers can access all content they are entitled to according to secondary subscriptions with one or more providers from a single provider via a single provider interface. Additionally, as all content is stored the viewer may access content which was at one time provided by the secondary provider but is no longer provided by that provider. In various embodiments, the viewing experience is controlled by the primary provider by providing the hardware and/or software with which subscribers access the video content, or by controlling specifications of the hardware and/or software used by the subscribers.

Turning now to FIG. **8**, one embodiment of a data store **800** as previously discussed is shown. Generally speaking,

data store **800** is distributed throughout a particular geographic region **802**, strategically distributed throughout the globe **804**, and may also include distributed portions in satellite based systems. Additionally, embodiments are contemplated in which peer-to-peer storage techniques may be used. In some embodiments, subscriber devices themselves may serve (at least in part) as storage for a distributed storage system. In this manner, data may be served to particular regions throughout the globe in a relatively efficient manner compared to having one or only a small number of server sites.

Generally speaking in the prior art, a television subscription, such as a cable television subscription, is associated with one or more particular devices (set-top boxes). Such devices are uniquely identified by the cable television operator and communication is established with the device which enables the device to receive programming from the cable operator. In contrast, in various embodiments, primary subscriptions as described herein may be associated with particular subscribers rather than particular devices. Given such an approach, the subscriber's content may follow the subscriber wherever they or their devices may go. The following discussion illustrates these features. FIG. **9** depicts data store **900** including video content that corresponds to multiple secondary subscriptions/providers. A first subscriber **902** has four secondary subscriptions **912** E, F, I and J. This entitles subscriber 1 **902** access (e.g., viewing privileges) to the E, F, I and J content **910** stored as part of the content associated with farm **900**. A second subscriber, subscriber 2 **904**, has secondary subscriptions **922** J, K, N and O. This entitles subscriber 2 **904** access to the J, K, N and O content **920** stored as part of the content associated with farm **900**. In this example, both subscribers have secondary subscriptions providing access to the content J.

Turning to FIG. **10**, the home of subscriber 1 **1010** and the home of subscriber 2 **1020** are shown. Subscriber 1 **1012** is shown to be present in the home **1010**, and subscriber 2 **1022** is shown to be present in home **1020**. Subscriber 1 **1012** is shown to have access to content E, F, I and J and the corresponding content is viewable on the television **1014**. Subscriber 2 **1022** is shown to have access to content J, K, N and O, and the corresponding content is viewable on the television **1024**. FIG. **11** illustrates subscriber 1 **1112** has now moved to subscriber 2's home. As subscriber 1's primary subscription is associated with subscriber 1 and is not viewable on a specific device, subscriber 1's content E, F, I and J is viewable in subscriber 2's home television **1024**. Various embodiments for how subscriber 1's subscription follows the subscriber in this manner are contemplated. In one embodiment, subscriber 1's use of a remote control device in subscriber 2's home is recognized by the remote control and/or other video content display devices. For example, the remote control used with a set-top box may include biometric recognition capability to recognize a fingerprint, voice, or other characteristic of the person using the remote control. This biometric data could then be communicated to the set-top box and conveyed to the primary subscription provider for analysis. Identification of a particular subscriber may cause conveyance of particular codes or entitlement data to the set-top box, which then enables it to receive subscriber 1's content.

In other embodiments, password or other login type information may be entered via a remote control device. Authorization may result in codes or entitlement data being conveyed similar to that discussed above. Still further, in other embodiments, subscribers may have particular mobile devices associated with their subscription. For example, a subscriber's smart phone may be associated with the subscription. In some cases, the smart phone itself may itself be authorized to receive and display subscription based video content. Additionally, the smart phone may be useable as a remote control for a television system. In such an embodiment, the smart phone may be configured to communicate with a television, set-top box, or other video system component. Based on such communication, the set-top box or other device may convey the smart phone data to the primary subscription service provider. If the smart phone is identified as being associated with a valid subscription, then entitlement/authorization type data may be conveyed to the set-top, television, or otherwise, which enables it to receive subscriber 1's subscription based content. Such embodiments would enable the viewing of one's own subscription content at a friend's house. Alternatively, subscription content could follow a subscriber to a hotel room during travel. Numerous such scenarios are possible and are contemplated.

FIG. **12** illustrates an embodiment in which subscription content for both subscriber 1 **1212** and subscriber 2 **1222** is concurrently available on the television **1224** in subscriber 2's home. In such an embodiment, a device such as a set-top box detects the presence of both subscribers and authorizes access to their combined content. In various embodiments, such as the smart phone embodiment described above, the detection and identification of the smart phone triggers the authorization mechanism for the subscriber content. In such an embodiment, the smart phone may have a setting that enables or disables the mechanism. For example, in one embodiment the mechanism may be enabled and have a broadcast mode in which the subscriber needn't take any action to cause the authorization to take place. The mere presence, such as walking in to the home, results in the set-top box being authorized to receive the subscription-based content. In such an embodiment, simply walking into a neighbor's home may result in the same authorization. If such authorization is not desired, then the smart phone (or other mobile device) may have a setting that disables the automatic authorization mechanism.

In some embodiments, the feature of having a subscriber's content follow the subscriber and be displayed on another device (e.g., a friend's television or a hotel room television) may be a feature that is provided at an additional cost (e.g., a small monthly fee). Additionally, such a feature (which may be referred to as a "follow me" mode) may be enabled or disabled. For example, in some embodiments, when subscription content follows a subscriber to another location where it is then viewed, that content is not simultaneously viewable in the subscriber's home. In various embodiments, such a mode may be controllable by both a set-top box in the subscriber's home as well as by the subscriber while not at home. If desired, primacy may be given to the set-top box at home. In this manner, content may follow the subscriber away from home, but when someone at the home wishes to access particular subscription based content it is permitted and the follow me mode is temporarily disabled. Numerous such alternatives are possible and are contemplated.

Turning now to FIG. **13**, a general block diagram illustrating one embodiment of a set-top box **1300** and mobile device **1360** is shown. Set-top box **1300** is shown to include a control unit **1302** including processor(s) **1304** and conditional access (CA) type unit **1306**. Set-top box **1300** includes memory **1320**, persistent memory (Flash) **1330**, I/O interfaces **1342**, wireless transceiver **1344** configured to support WiFi, Bluetooth, or any other wireless communication protocol, and USB, MoCA, and Ethernet, and other interfaces

including, for example the Apple Thunderbolt interface **1346**. A mux/demux/convert unit is included which may be configured to receive, demultiplex, and convert the formats of receive signals. A video/audio unit **1350** is included to convey audio and video data to a display device. Such audio and video data includes audio/video content received by the set-top box and also includes any overlays or other graphic elements generated by the set-top box **1300**. Also included are operating system components **1310**, applications (apps) **1312** executable by the processor(s) **1304**, components **1314** for use in converting between communication protocols, viewer profile/identification **1316** related components, and any other **1318** suitable components. In various embodiments, the set-top box can optionally exclude tuners in the conventional sense. In other words, the set-top box can have no QAM or ATSC tuners. Rather, in various embodiments, the set-top box receives video content via a network interface such as an interface coupled to the Internet.

In various embodiments, the set-top box **1300** can optionally exclude mass storage (such as a disk drive or similar DVR type mass storage device) and is not configured to provide access to locally attached mass storage. Rather, sufficient storage for some video buffering, operating system and application memory resident operations, and so on, may be all that is provided. In such an embodiment, the set-top box **1300** is generally configured for video streaming and not video storage. Other embodiments could include or provide access to local mass storage. Mobile device **1360** may be a dedicated remote control device, smart phone, or other device that is configured to communicate with the set-top box **1300**. As discussed above, in various embodiments the device **1360** may be identifiable as being associated with a subscriber. Responsive to such identification (e.g., using identification component **1316** and communication with a subscription service), the set-top box may be authorized to receive subscriber content. In other embodiments, biometric data may be entered to the device **1360** (e.g., a fingerprint or voice sample) which is then used for authentication/authorization. Various such embodiments are possible and are contemplated as per the discussion above.

FIG. **14** illustrates one embodiment of a method for use in identifying a subscriber and authorizing the receipt of subscriber content at a particular device. In the method shown, a remote control or other handheld device is used to initiate or activate the procedure (block **1402**). In various embodiments, such activation may be initiated by starting a particular app on a smart phone, detecting movement of a remote control via an accelerometer or similar device, pushing a button on a remote control, detecting and optionally identifying a fingerprint of a finger resting on a touch pad of a remote control, recognition of a voice in response to the receipt of a voice command, and so on. In an embodiment in which the identification mode may be enabled and disabled, if the mode is disabled (decision block **1404**), default settings or guest ID type settings (**1406**) may be used for the set-top box, television, or other associated video display device. For example, by default a set-top box may be configurable by a viewer to display particular content (for example, content that corresponds to the owner of the home in which the set-top box is located). If ID mode is activated (decision block **1404**), then an identification/authorization procedure is initiated. For ease of discussion, three different embodiments are illustrated in FIG. **14**. Block **1410** corresponds to an embodiments in which identification is based on the mobile device being used to communicate with the set-top box (e.g., the smart phone based example described above). A second embodiment proceeds with block **1430** is represents a biometric or other approach that is not based on the particular mobile device being used. Finally, a third embodiment begins with block **1420**, which represents a combination of device and user identification. Depending on the embodiment, one of these three paths will be chosen. In various embodiments, only one such path/embodiment is available. In other embodiments, multiple such paths/embodiments are available and may be selected as a preferred method by configuring the set-top box or other receiving device accordingly.

Beginning with block **410**, device based identification is initiated. In this embodiment, an identification of the mobile device **1412** is received by the set-top box from the mobile device. While a set-top box is described as the receiving device for purposes of discussion, it is to be understood that the receiving device may be a television with supporting circuitry, a game console with supporting circuitry, or otherwise. Having received the device identifier, an effort to identify the device is undertaken (decision block **1414**). Such identification may include communication with the subscription provider which accesses a subscriber database or otherwise to determine if the mobile device is associated with a subscription. In other embodiments, the set-top box may store device identifiers for a certain period of time (e.g., 24 hours) with associated authorization information. In such an embodiment, re-authorization would only be needed once per day or according to some other time interval. In such embodiments, the subscription provider may be able to invalidate such set-top box data at will in order to require re-authorization. If the device is not successfully identified, then default or guest settings **1450** may be used. If the device is successfully identified and it is associated with a valid subscription, then settings that correspond to the subscription may be obtained (e.g., settings for the set-top box environment, settings for the particular user, etc.) (block **1410**), and access to the subscription based content is authorized (block **1450**).

Alternatively, the path may begin with block **1430** where user based authentication is initiated. In such an embodiment, user identification may be requested by the remote control/mobile device (block **1432**). In response, a viewer provides biometric or login type data (block **1432**). If the user identification is successful (block **1436**), then the method continues with block **1440**. Otherwise, default or guest settings may be used (block **1406**). User identification may include a process similar to that described in association with block **1414**.

Finally, the third approach begins with block **1420** where device based identification is initiated. In this embodiment, the device is first identified (blocks **1422** and **1424**). If the device is successfully identified, then an attempt to identify the user is made (block **1426**). This may be used to verify that the remote control/mobile device is being used by the rightful owner or otherwise expected user. If both the device and user are properly identified as corresponding to a valid subscription (decision block **1428**), then the method proceeds with block **1440**. Otherwise, default or guest settings may be used (block **1406**). In each of the embodiments, default settings may be configurable and may include disabling access completely, conveying a communication (email, text message, etc.) that indicates the failed attempt, or otherwise.

Turning now to FIG. **15**, one embodiment of a method for pairing a remote control or other mobile device with a set-top box or other video display device is shown. In various embodiments, a remote control or other device may use Bluetooth or any other suitable wireless communication

protocol to establish communication with a set-top box or other device. In the example shown, a remote control device is detected (block **1500**). This detection may be pursuant to an explicitly initiated detection procedure, or could be based on a constant broadcast and detection mechanism. Responsive to detecting a device, a pairing attempt may be initiated (decision block **1502**). If pairing of the remote control with the set-top box is successful (decision block **1504**), then device and/or user authentication is initiated (block **1506**). This authentication may correspond to the various embodiments discussed in relation to FIG. **14**. If authentication is successful (decision block **1508**), then streaming of the subscription based content to the paired device (e.g., set-top box) is authorized. If authentication is not successful (decision block **1508**), then a default procedure may be used (block **1520**). This default procedure may include disabling access to the set-top box, using default or guest settings, or any other procedure deemed suitable.

In the following discussion, various embodiments of a video display environment are shown that utilize the foregoing methods and mechanisms. FIG. **16** depicts the display area of a display device **1600** that may appear on a television or other device. Display **1600** is shown displaying video content **1601** that is streamed from a subscription based service provider (e.g., Apple TV). Also shown in the lower portion of the display **1600** is a "scrubber" bar **1606** and channel bar **1610**. In various embodiments, scrubber bar **1606** and channel bar **1610** are graphic overlay elements generated by a set-top box on top of the video content **1601**. In the example shown, channel bar **1610** includes a central portion, which corresponds to the currently displayed video content (an episode of the modernfamily television episode). This central portion includes a title **1620** for the currently depicted television series (Modern Family), and title **1622** of the currently depicted episode (Election Day). Also included in the central portion is a small image **1602** that corresponds to the currently depicted video content. In various embodiments, this image **1602** may be a still image, video content, animation, or otherwise corresponding to the television series or the particular episode. Also shown in the central portion is a beginning time indicator **1640** (8:00 PM) for the currently depicted video content. The central portion also includes an identification **1630** of the channel to which the currently displayed channel bar corresponds.

The central portion **1610** of the channel bar is separated from a first portion **1612** by a first separator **1605**, and a second portion **1614** by a second separator **1607**. The first portion includes the designation "Previous" and includes an image **1601** of a television program which immediately preceded the currently displayed content on the channel identified by the indicator **1630** (the same channel as the currently displayed content). The second portion **1614** includes an image **1603** that corresponds to the television program that immediately follows the currently displayed content on the identified channel **1630**. The second portion also includes a time indicator **1650** (8:30 PM) that indicates at what time the television program identified in the second portion **1614** begins. The scrubber bar **1606** includes a current position indicator **1660** that is used to indicate the current position of the displayed content **1601** within the television program identified in the central portion **1610** of the channel bar. Also shown is a time indicator **1662** that corresponds to the current position indicator **1660**. In the present example, the video content **1601** is that of a live television broadcast. As such, the scrubber bar to the left of the position indicator **1660** has a different appearance from that of the scrubber bar to the right of the position indicator **1660**. The lighter colored portion to the left of the indicator **1660** indicates already broadcast content. As the content has already been broadcast, it is possible to rewind back into that content. The darker colored portion of the scrubber bar to the right of the position indicator **1660** indicates content which has not yet been broadcast. Consequently, it is generally not possible to fast forward to such (future) content. It is noted that as used herein, the term "program" may refer to not only television programs provided by a television network in the traditional sense, but the term encompasses media content conveyed by any content provider. For example, the term program may refer to a song, movie, viewer generated video, one or more still images, or otherwise.

In various embodiments, the display shown in FIG. **16** is presented as a uniform presentation to the viewer. In other words, the viewer is not provided any indication that any element of the presentation corresponds to other than a single subscription (e.g., a cable television subscription). However, in embodiments according to the primary and secondary subscriptions as discussed above, the primary subscription based provider of the content displayed in FIG. **16** has aggregated and stored video content corresponding to numerous secondary subscription based providers. Accordingly, while a viewer may perceive the content displayed in FIG. **16** as representing that corresponding to a cable television subscription (for example), in fact the primary subscription provider provides the content in a manner that is agnostic with regard to its associated source. In other words, the viewer may have a cable television subscription with a given cable television operator.

A viewer's secondary subscription entitles the viewer to access particular content stored in the primary provider's data store that represents the cable television subscription content. The content actually provided to the viewer may not have been obtained from the cable television operator. The content in this case is fungible as to its source. Similarly, the content depicted as the previous television program **1612** and the content depicted as the next television program **1614** are likewise fungible as to source. If the viewer rewinds into the "Previous" content **1612**, the content displayed may in fact be video content that was recorded and stored in the data store a year ago (e.g., assuming the episode was a rerun and was originally broadcast at least a year ago). From the perspective of the viewer, they had simply rewound to buffered content that was broadcast within the last hour. Additionally, the content itself may have actually been acquired from a cable television or other operator other than the one to which the viewer has a subscription. In each case, the original source of the video content is unimportant to the primary provider. All content is provided directly by the primary provider, and sources of content are relevant to the extent that they are used to identify content available according to a given secondary subscription. Similarly, the next television program **1614** may be obtained by the primary provider from a source other than the subscribed cable television operator.

FIG. **17** illustrates an embodiment in which a display **1700** with video content has depicted a "Recommendations" portion **1710**. This portion **1710** may be at least in part an overlay generated by a set-top box with the incorporation of selected images **1720**, **1720** and **1740** received via the primary provider. In various embodiments, the video content may continue playing while the overlay **1710** is presented. In other cases, the video content could be automatically paused. Additionally, the overlays may be semi-transparent to allow the underlying video to be partially visible. Numerous such alternatives are possible and are contemplated in

this and other displays described herein. The display of such recommendations may be initiated directly via a remote control key press, or could be initiated automatically (e.g., at the end of the television program currently displayed). In the example shown, a variety of content is depicted as being currently available for viewing. In particular, three different television series are shown as being available—5 seasons of Mad Men, 2 seasons of Game of Thrones, and 1 season of Suburgatory. As the primary provider is generally configured to record all video data all of the time as previously discussed, all video content related to these series is available for the viewer. As previously discussed, depiction as to what is available to a viewer may be based on what the viewer currently has subscriptions to view or anything available for provision by the primary provider. In this case, anything may be displayed as available for the viewer.

In the embodiment shown, each of the displayed series in the recommendation portion **1710** represent selectable items by the viewer. Assuming the viewer selects the Mad Men item **1720**, in one embodiment a display such as that of FIG. **18** is provided. Display items in FIG. **18** may be provided by a set-top box and various elements may be generated by the set-top box. FIG. **18** is a "landing page" **1800** for the Mad Men television series. In the embodiment shown, the display **1800** generally includes an upper portion **1802** and a lower portion **1804**. The upper portion generally includes artwork associated with the television series, a title of the series (MADMEN), and an identification of the network (aMC) on which the series appears. The artwork may in various embodiments be video, stills, animations, or otherwise.

The middle portion of the display **1800** includes selectable elements **1810**, **1812**, **1814**, **1816**, and **1818**. Selection of a given element, such as with a remote control, may cause the display of different corresponding content. In the example shown, element **1812** "Seasons" has focus and elements corresponding to season 5 are shown. Focus in this example is illustrated by a box encompassing element **1812**. Numerous other ways of indicating focus are possible and are contemplated. In this example, a title ("Season 5") **1806** corresponding to the below elements is shown. Images **1820**, **1822**, **1824**, **1826**, and descriptions **1821**, **1823**, **1825**, and **1827** corresponding to four different episodes are depicted. The images (**1820**-**1826**) each generally correspond to the given episode and may be still, video, animations, or any combination of these. Underneath each image is a description of the corresponding episode including title, episode number, original air date, and brief description. In various embodiments a viewer may selected one of the images to either immediately begin display of the corresponding video or display of a page corresponding to the particular episode.

As discussed previously, the primary provider is agnostic as to the source of any of these episodes and the date of acquisition of any of these episodes. While the depicted series airs on the AMC network, the primary provider needn't have acquired it from that network. Additionally, while four consecutive episodes are depicted in FIG. **18**, the content provided to the viewer may have been acquired in an order that does not match that of their original airing. Still further, the primary provider may be able to provide the selected content in formats not originally available from the original source (the AMC network). For example, the primary provider may transcode content according to varying requirements of receiving devices. Additionally, content may be transcoded to a varying quality levels not originally available. All such alternatives are possible and are contemplated.

FIG. **19** illustrates a landing page for the Game of Thrones selection of FIG. **17**. In this case, the landing page **1900** provides video content (video, still, or animation), a title of the series **1910**, and a description of the series **1920**. In this example, the viewer does not have a subscription to the access the content (e.g., a secondary subscription to HBO). Therefore, a banner is displayed **1930** that informs the viewer that the series is not currently available according to their current subscriptions and advises that they may sign up (subscribe) for $9.99 per month. In various embodiments, a user may select the banner and immediately subscribe to HBO. In various embodiments, the viewer makes the subscription through the primary provider, which handles communications with the HBO subscription service. In some embodiments, billing for the HBO service may be included in the viewer's primary provider bill. In such embodiments, subscribing to HBO may be as simple as a couple of button presses to authorize the subscription. Following this simple subscription process, all of the HBO content held by the primary provider is immediately available to the viewer. In other embodiments, rather than subscribing through the primary provider, the viewer may be taken to an HBO subscription service site to complete the subscription process. Billing may be direct to the viewer or included with the primary provider billing as mentioned above.

Turning now to FIG. **20**, one embodiment of an electronic program guide (EPG) **2000** is shown to illustrate other features of the described system. EPG **2000** includes a scrubber bar **2002** similar to that previously described with a current position indicator **2004**. Also included is a time bar **2010** displaying time periods for the grid. A separate row is included for each of five different television channels—ABC **2020**, CBS **2022**, FOX **2024**, NBC **2026**, and PBS **2028**. Each portion of the grid for a given time slot then displays an image, series title, and episode title for a television program. For example, the 7:30 PM time slot for the CBS network includes an image for the Survivor Philippines series with series title and episode title Little Miss Perfect. As in the previous example, the display corresponds to live television broadcast and the scrubber **2002** depicts an already broadcast portion (light colored) and an as yet broadcast portion (darker colored). However, a "watch now" indicator **2030** indicator appears for the show "Suburgatory" to be broadcast at 8:30 PM. As suggested, this indicator identifies content that is available for viewing immediately. Similarly, the "Nova" program includes a watch now indicator **2032** indicating it is immediately available for viewing. Having such watch now indicators in an EPG may correspond to future broadcasts. However, given the systems, methods and mechanisms described herein, this is entirely possible.

As previously discussed, the systems described herein are generally agnostic as to a source of particular video content and as to a timing of its acquisition. Consequently, the constraints suggested by an EPG are no longer present. The television service provider that provides an EPG does so to inform the viewer as to the availability of video content. In this manner, the viewer can view or record the content for later viewing as desired. However, in the embodiment of FIG. **20**, the EPG is provided by the primary provider to indicate to the viewer the programming schedule of various networks and not necessarily to availability of the video content. Consequently, while the Nova show "Mystery of a Masterpiece" is scheduled for broadcast on PBS from 8-9 PM, the primary provider does provide that content to the viewer by acquiring it from PBS during such a broadcast. Rather, the content is simply content that may or may not

exist in the primary provider's data stores. If it does currently exist, then it is available immediately. In this case, the episode in question is a repeat as indicated by the R designation next to the watch now indicator. Therefore, the episode is immediately available. That the episode appears in the EPG as being scheduled for broadcast beginning at 8:00 PM is happenstance.

While the NOVA episode is a repeat, the Suburgatory episode is not a repeat. The question may then arise as to how an episode that has not yet been broadcast be immediately available for viewing. The answer lies in the record everything all the time design of the primary provider system. The Suburgatory episode is scheduled for broadcast beginning at 8:30 PM in a given time zone. However, in the present case, the episode has already aired in an earlier time zone. The content already resides in the primary provider's data stores and is immediately available for viewing. It is noted that in some cases agreements may be in place which prevent such "early viewing" of an episode. Such agreements may require that live broadcast episodes such as these be viewable during their "proper" time slots. Nevertheless, the systems described herein are fully capable of providing such early viewing and identifying such episodes in an EPG. Also shown in FIG. **20** is a selectable element **2040** that enables the viewer to subscribe to the Law & Order show (i.e., it is not currently subscribed). Selecting element **2040** may then present the viewer with options for subscribing to the series, purchasing a single episode, or otherwise. When selecting a particular series or episode (or any other content) for a subscription, as noted above there may be many sources available for the content. For example, numerous providers may be available for episodes of Law & Order. In such cases, the viewer may select from the available options to complete the subscription. In various embodiments, the various options may be prioritized or otherwise filtered for presentation to the viewer. Factors that go in to such prioritization and/or filtering will be discussed in relation to FIGS. **23** and **24**.

FIGS. **21** and **22** illustrate various embodiments for the presentation of available content by the primary provider. FIG. **21** depicts a video display **2100** with scrubber bar **2162** at the bottom portion of the display. In this example, information corresponding to the currently displayed video content is provided. The video content in this case is an episode from the Modern Family television series. An icon of the television network is depicted in the upper right corner of the display. A brief description **2102** of the episode is provided, and an overlay window **2110** is provided with information regarding seasons and episodes for the Modern Family series. In various embodiments, the information **2110** may be accessed directly while watching the episode currently displayed. In the example shown, the currently displayed is identified as element **2120** in the display area **2110**. This element includes an image corresponding to the episode, title of the episode (Election Day), indication of the episode number (**19**) within the season, run time of the episode (22:24 min), and air date of the episode ("Live").

A second portion of the display area **2110** identifies other episodes **2130**, **2132**, and **2134** in the current season. Each including information similar to that in the description of element **2120**. A further portion of the display area **2110** includes an element **2140** identifying further seasons of available content for the Modern Family television series. In various embodiments, each of the elements within the display area **2110** are selectable with a remote control to navigate to related content. For example, selecting element **2134** may begin immediate presentation of the corresponding episode or may navigate to a page with further information corresponding to that episode. Selection of element **2140** will navigate to elements with more detailed information regarding seasons 1 and 2 of the television series where a particular episode may be selected for viewing. In the example shown, indicators **2150** may be used to indicate further pages are available for viewing. For example, two dots may indicate there are two pages available in the current context. A lighter dot may indicate the current page with a darker dot indicating another, or vice-versa. Numerous alternative approaches to indicating the availability of further content are available and are contemplated. While the content being currently displayed **2100** may represent live broadcast television, the systems described herein have been continually amassing large quantities of video content. Consequently, all prior content related to the currently displayed television series is immediately available to the primary providers subscribers.

FIG. **22** provides one more example regarding the presentation of available content. In this example, the display **2200** is of a landing page for the television series Modern Family. Such a landing page may serve as a launching point for exploring the television show. In this example, video, still, or animation content **2203** related to the show is provided. Also included is the series title **2202** and indication of a particular season **2204** of the television series. Page indicators **2240** may also be included. The lower portion of the display provides details regarding episodes of the television series. The right portion of the lower display depicts episodes for the current season **2210** and episodes for prior seasons **2220**. The uppermost episode ("3 Phil on Wire") in the current season **2210** has focus. In this case, focus is indicated by a box surrounding the entry and a bullet preceding the entry. Such techniques for illustrating focus are exemplary only. Having this episode ("3") in focus causes the display of information related to the selected episode in the left portion of the lower display. For example, a title **2212** for the episode and brief description **2214** of the episode are provided. In addition, images **2230**, **2232**, **2234** from the episode are provided.

In the example of FIG. **22**, episodes from season 2 **2220** are available for viewing for a fee ($2.99). Based on the viewer's subscriptions, these episodes are not available for free. The content is available from and will be provided by the primary provider should it be purchased. Should the viewer select one of these episodes, navigation to a purchase screen may be provided similar to that discussed in relation to FIG. **19**. The purchase could be made directly from the primary provider. Alternatively, In the event there are multiple other providers available for a given episode, the viewer may be given a choice as to which to purchase the episode from. Purchasing the episode from a secondary provider does not mean the episode will be provided by the secondary provider. Rather, such a purchase simply provides the viewer access to that episode from the primary provider.

As discussed above, the primary provider will generally have a great deal of content available for viewing by a given subscriber. The content that is available may be determined in part based on secondary subscriptions of the viewer. As noted, there may be duplication among the secondary subscriptions and/or primary subscription as to available content. Additionally, particular content may be available in many forms. FIG. **23** illustrates some of the various forms that content may take.

In the example shown, content may differ as to cost **1602** (viewable for free or viewable for payment of a fee) and quality (e.g. High Definition or HD or Standard Definition,

or SD) **1604**. In addition, presentation of content may include presentation with advertisements (ADs) or without ADs **1606**. With only these variables, given content may correspond to one of eight different forms/presentations as shown by the tree **1610**, though it should be understood that additional higher or lower levels of quality such as "4K" or different levels of HD (such as **720***p*, **1080***i* etc.) can optionally be supported by the system. In this case, the eight possibilities are:

1. Free, HD, with ADs
2. Free, HD, without ADs
3. Free, SD, with ADs
4. Free, SD, without ADs
5. Paid, HD, with ADs
6. Paid, HD, without ADs
7. Paid, SD, with ADs
8. Paid, SD, without ADs

Given these possibilities, a viewer may have various preferences regarding how the given content is prioritized when either being presented as being available or when being selected for viewing. For example, a viewer may give a higher priority to free content over paid content. Also, HD content may be given priority over SD content, and so on. Using such preferences, selections from available content may be made for presentation to the viewer or when particular content is selected for viewing. In addition to such preferences, additional factors **2308** may be used to determine which content is provided to a viewer. For example, bandwidth considerations may affect the selection of content. If it is determined that the bandwidth to the viewer's device is limited, HD content may be disfavored (at least temporarily) until the condition eases. In such a case, the options indicated by **2320** and **2322** in FIG. **23** may be eliminated. Additionally, a viewer's preferences may generally indicate a preference for HD content. However, on a particular occasion, the viewer's target device may have a very small display, which may not generally reveal significant differences between SD and HD content. In such a case, SD may be preferentially conveyed.

FIG. **24** depicts one embodiment in which multiple options for content are available. In the example shown, five secondary providers **2402**, **2404**, **2406**, **2408** and **2410** are shown. The particular content in question is Season 3, Episode 2 of a given series. For this given episode, box **2420** shows there are 10 different selections available. There are three secondary providers of the particular content available—iTunes, Netflix, and Amazon. The content is available in both HD and SD. The content is available for free (Netflix subscription—no additional charge N/C), at a cost of $1.99, $2.99, and $3.99. Finally, the content is available with or without advertisements. All 10 options serve as input to a selection algorithm **2430**. Also serving as input to the selection algorithm are server side factors **2441**, viewer profile/preferences **2442**, receiver side factors **2443**, provider factors **2444**, and advertiser factors **2445** (collectively factors **2440**). Viewer profile/preferences **2442** may include information based on a viewer's viewing habits and activities, explicitly entered viewer preferences or information, profile and/or preference information related to other viewers, or any combination of these. Such profile and/or preference information may generally be referred to as a viewer "profile" herein. Server side factors **2441** may include processing and bandwidth considerations. Profile/Preferences **2442** have been discussed. Receiver side factors **2443** may include information received from a target device regarding processing, memory, or other condition that may affect performance. Provider factors **2444** may include agreements with secondary providers regarding how content is to be provided. Finally, advertiser factors **2445** may include agreements with advertisers how advertisements are to be presented. As may be appreciated, many other factors are possible and are contemplated. It is noted that while the term server is used herein, the term in not limited to client-server architectures in the strict sense. Rather, the term server may generally refer to any source of content.

Given the available content options and factors **2440**, the algorithm **2430** selects one or more of the options for presentation to the viewer. Such a process may be repeated as need to generate a plurality of items for presentation to a viewer (e.g., a number of episodes of a given series).

FIG. **25** illustrates a system including a client media device **2501** configured to receive media content via a network **2584**. The client media device may provide the media content to one or more display devices, audio devices, or other devices enabling a user of the client device to view, hear, or otherwise use the media content.

The client media device **2501** may communicate with an online media store **2520** through the network **2584** to receive information for displaying a user interface showing various media content available for delivery to the client media device. Each piece of media content may be referred to as a "media production." Examples of media productions include various kinds of movies and films, television programs, music videos, albums/songs, etc. In general, a given media production may include any kind of content that includes video and/or audio information.

In some embodiments the online media store may be coupled to or may include a media integration system **2510** which integrates media productions from a plurality of third-party content provider systems, such as the content providers CP **2512-2515**. Each of the content provider systems may be managed by or affiliated with any kind of company or organization, such as cable or satellite television providers, television networks or channels, movie studios, sporting leagues, news organizations, music labels, online media services, etc. Thus, the user interface displayed by the client media device may aggregate the media productions available from many different content providers or sources, and may provide a convenient way for the user to see the content from different providers in an integrated view.

In various embodiments the client media device may communicate with the online media store **2520** through any kind of network **2584**. The network **2584** may include any type of network or combination of networks. For example, the network **2584** may include any type or combination of local area network (LAN), a wide area network (WAN), wireless networks, an Intranet, the Internet, etc. Examples of local area networks include Ethernet networks, Fiber Distributed Data Interface (FDDI) networks, and token ring networks.

In the illustrated embodiment the client media device is coupled to the network **2584** via Ethernet hardware or Multimedia over Coax Alliance (MoCA) hardware **2586**, which in turn couples to a cable modem **2585**. In other embodiments the client media device may be coupled to the network **2584** via any other type of wired or wireless connection medium or device. For example, wired mediums may include Ethernet, fiber channel, a modem, etc. Wireless connection mediums may include a wireless connection using a wireless communication protocol such as IEEE 802.11 (wireless Ethernet), a modem link through a cellular service, a satellite link, etc.

The client media device may include one or more storage devices **2507** configured to store data. At least one of the

storage devices **2507** may include non-volatile memory configured to persistently store data. In various embodiments the storage device(s) may include one or more disk drives, solid state drives, flash memory devices, optical storage devices, or any other kinds of devices for storing data. In some embodiments the storage device(s) may also include various kinds of volatile memory, such as random access memory (RAM), e.g., synchronous dynamic RAM (SDRAM), static RAM (SRAM), etc.

Electronic Programming Guide (EPG) data **2503** may be periodically delivered to the client media device **2501** via a software interface **2505**. The software interface **2505** may include any kind of programming interface or messaging interface that enables the client media device to communicate with an external system to receive the EPG data **2503** or other data. As one example, the software interface **2505** may include a JavaScript Object Notation (JSON) interface. As another example, the software interface **2505** may include a URL-based interface that enables the client media device to perform various functions or exchange information by referencing uniform resource locators (URLs) with particular parameters embedded in them.

The client media device may store the EPG data **2503** on the storage device(s) **2507**. For example, one or more databases **2509** may be stored on the storage device **2507**, and the EPG data **2503** may be stored in one or more of the databases. The EPG data **2503** may include information about television programming, such as the listing of programs, their scheduled times, the channel lineup, images associated with the programs, etc. The EPG data **2503** may be customized for the particular user of the client media device **2501**. For example, if the user subscribes to some subscription-based content providers, but not others, then the EPG data **2503** may include information for only the programs or media productions offered by the providers to which the user subscribes.

The database(s) **2509** may also store other information, such as personalization information for the user(s) of the client media device **2501**. The personalization information may include the user's favorite programs or channels, list of recently viewed content, stored play positions for various media content, watch lists, bookmarks, etc.

The client media device may be configured to receive user input from a remote control device **2539** via an interface **2528**. The remote control device may use infrared communication, Bluetooth communication, or any of various other kinds of wireless or wired communication techniques to transmit signals to the client media device indicating the user input.

In some embodiments the client media device may be configured to communicate with the media integration system **2510** and/or the online media store **2520** through a voice interface system **2522**. For example, in some embodiments the remote control device or the client media device may include a microphone device **2524** that receives speech from the user, e.g., where the speech includes commands, requests, questions, etc. The client media device may convert the speech into digital packets for transmission over the network **84** to the voice interface system **2522**. The voice interface system may perform speech recognition to recognize the user's commands or questions. The voice interface system may communicate with the online media store **2520** and/or the media integration system **2510** to pass the user's commands or questions on to them via an interface. The online media store **2520** and/or the media integration system **2510** may then generate information in response to the user's commands or questions and return it to the client media device (or return it to the voice interface system, which may then forward it to the client media device). For example, the user may request to lookup a television program having a certain title or actor, and the system may return information that the client media device uses to display a list of programs matching the title or actor.

In various embodiments the information transmitted from the online media store or voice interface system to the client media device may include any kind of information useable by the client media device to display information regarding the media content available for delivery to the client media device. For example, in some embodiments the system may utilize Extensible Markup Language (XML) code or other markup language code which describes the information to be displayed. The client media device may parse the XML code and display a user interface based on the described information. In some embodiments the system may also transmit graphics files or video feeds which the client media device may incorporate into the user interface.

In some embodiments the client media device may also communicate with a mobile computing device **2540**, e.g., where the user may hold the mobile device. For example, the mobile device **2540** may be a handheld computing device, wearable computing device, or other portable computing device. Examples of mobile devices include smartphones, tablet computers, personal digital assistants, portable music players, handheld game devices, wearable computers (e.g., glasses watches), etc. In some embodiments the user may control the client media device **2501** using the mobile device **2540**, e.g., using the mobile device **2540** as a remote control. In some embodiments the client media device may also forward the media content received from the online media store **2520** or media integration system **2510** to the mobile device **2540**, e.g., so that it can be displayed on a display device included in the mobile device **2540**. In other embodiments the mobile device **2540** may communicate directly with the online media store **2520** and/or the media integration system **2510**, e.g., without going through the client media device **2501** as an intermediate. The client media device may also be included as a component within the mobile device in some embodiments, and/or the mobile device may be configured to perform the functions described with reference to the client media device.

The client media device may be configured to utilize digital rights management (DRM) techniques to ensure that the user is authorized to receive and view selected media content. For example, the client media device may include an authorization module **2551** configured to communicate with one or more remote servers to implement the digital rights management for the media content. In various embodiments the client media device may communicate with servers associated with any of various systems or organizations in order to implement the digital rights management, such as one or more servers in the online media store **2520** or the content provider systems whose media productions are integrated by the media integration system **2510**.

In various embodiments, program instructions of a software application may be used to implement the methods and/or mechanisms previously described. The program instructions may be stored on a computer readable storage medium. Numerous types of storage media are available. The storage medium may be accessible by a computer or other processing device during use to provide the program instructions and accompanying data to the computer or device for program execution.

Although the embodiments above have been described in considerable detail, numerous variations and modifications will become apparent to those skilled in the art once the above disclosure is fully appreciated. It is intended that the following claims be interpreted to embrace all such variations and modifications.

The invention claimed is:

1. A method comprising:

at an electronic device in communication with a display and one or more input devices:

while displaying, via the display, a first content item, detecting an event to display additional content; and

in response to detecting the event, displaying, via the display, a plurality of representations of a plurality of recommended content overlaid over a first portion of the first content item, including:

a first representation of a first recommended content, selectable to display a first user interface that includes one or more representations of one or more episodes associated with the first recommended content, which are selectable to playback a respective episode of the one or more episodes associated with the first recommended content; and

a second representation of a second recommended content, different from the first recommended content, selectable to display a second user interface that includes one or more representations of one or more episodes associated with the second recommended content, which are selectable to playback a respective episode of the one or more episodes associated with the second recommended content.

2. The method of claim **1**, wherein the event to display additional content includes receiving, via the one or more input devices, an input.

3. The method of claim **1**, wherein the event to display additional content includes detecting playback reaching a predefined playback position of the first content item.

4. The method of claim **1**, further comprising:

receiving, via the one or more input devices, an input selecting a third representation of a third recommended content; and

in response to receiving the input:

in accordance with a determination that a user of the electronic device does not have a subscription to a respective provider associated with the third recommended content, initiating a process to subscribe to the respective provider associated with the third recommended content.

5. The method of claim **1**, wherein displaying the plurality of representations of the plurality of recommended content overlaid over the first portion of the first content item includes continuing playback of the first content item while the plurality of representations of the plurality of recommended content are overlaid over the first portion of the first content item.

6. The method of claim **1**, further comprising:

in response to detecting the event, pausing playback of the first content item, wherein the plurality of representations of the plurality of recommended content are overlaid over the paused first content item.

7. The method of claim **1**, wherein:

in accordance with a determination that a user of the electronic device has a first subscription, the plurality of recommended content includes a first respective content provided by a first content provider; and

in accordance with a determination that the user does not have the first subscription, the plurality of recommended content does not include the first respective content provided by the first content provider.

8. The method of claim **7**, wherein:

in accordance with a determination that the user has a second subscription, the plurality of recommended content includes a second respective content provided by a second content provider; and

in accordance with a determination that the user does not have the second subscription, the plurality of recommended content does not include the second respective content provided by the second content provider.

9. The method of claim **1**, wherein the plurality of recommended content includes:

a first respective content item, to which a user of the electronic device has access based on a first subscription to a provider of the first respective content item, and

a second respective content item, to which the user does not currently have access but is able to purchase a subscription to a provider of the second respective content item to gain access.

10. The method of claim **1**, wherein:

the first user interface is a landing page associated with the first recommended content; and

the second user interface is a landing page associated with the second recommended content.

11. An electronic device, comprising:

one or more processors;

memory; and

one or more programs, wherein the one or more programs are stored in the memory and configured to be executed by the one or more processors, the one or more programs including instructions for:

while displaying, via a display, a first content item, detecting, an event to display additional content;

in response to detecting the event, displaying, via the display, a plurality of representations of a plurality of recommended content overlaid over a first portion of the first content item, including:

a first representation of a first recommended content, selectable to display a first user interface that includes one or more representations of one or more episodes associated with the first recommended content, which are selectable to playback a respective episode of the one or more episodes associated with the first recommended content; and

a second representation of a second recommended content, different from the first recommended content, selectable to display a second user interface that includes one or more representations of one or more episodes associated with the second recommended content, which are selectable to playback a respective episode of the one or more episodes associated with the second recommended content.

12. The device of claim **11**, wherein the event to display additional content includes receiving, via one or more input devices, an input.

13. The device of claim **11**, wherein the event to display additional content includes detecting playback reaching a predefined playback position of the first content item.

14. The device of claim **11**, wherein the instructions are further for:

receiving, via one or more input devices, an input selecting a third representation of a third recommended content; and

in response to receiving the input:

in accordance with a determination that a user of the electronic device does not have a subscription to a respective provider associated with the third recommended content, initiating a process to subscribe to the respective provider associated with the third recommended content.

15. The device of claim **11**, wherein displaying the plurality of representations of the plurality of recommended content overlaid over the first portion of the first content item includes continuing playback of the first content item while the plurality of representations of the plurality of recommended content are overlaid over the first portion of the first content item.

16. The device of claim **11**, wherein the instructions are further for:

in response to detecting the event, pausing playback of the first content item, wherein the plurality of representations of the plurality of recommended content are overlaid over the paused first content item.

17. The device of claim **11**, wherein:

in accordance with a determination that a user of the electronic device has a first subscription, the plurality of recommended content includes a first respective content provided by a first content provider; and

in accordance with a determination that the user does not have the first subscription, the plurality of recommended content does not include the first respective content provided by the first content provider.

18. The device of claim **17**, wherein:

in accordance with a determination that the user has a second subscription, the plurality of recommended content includes a second respective content provided by a second content provider; and

in accordance with a determination that the user does not have the second subscription, the plurality of recommended content does not include the second respective content provided by the second content provider.

19. The device of claim **11**, wherein the plurality of recommended content includes:

a first respective content item, to which a user of the electronic device has access based on a first subscription to a provider of the first respective content item, and

a second respective content item, to which the user does not currently have access but is able to purchase a subscription to a provider of the second respective content item to gain access.

20. The device of claim **11**, wherein:

the first user interface is a landing page associated with the first recommended content; and

the second user interface is a landing page associated with the second recommended content.

21. A non-transitory computer readable storage medium storing one or more programs, the one or more programs comprising instructions, which when executed by one or more processors of an electronic device, cause the electronic device to perform a method comprising:

while displaying, via a display, a first content item, detecting an event to display additional content;

in response to detecting the event, displaying, via the display, a plurality of representations of a plurality of recommended content overlaid over a first portion of the first content item, including:

a first representation of a first recommended content, selectable to display a first user interface that includes one or more representations of one or more episodes associated with the first recommended content, which are selectable to playback a respective episode of the one or more episodes associated with the first recommended content; and

a second representation of a second recommended content, different from the first recommended content, selectable to display a second user interface that includes one or more representations of one or more episodes associated with the second recommended content, which are selectable to playback a respective episode of the one or more episodes associated with the second recommended content.

22. The non-transitory computer readable storage medium of claim **21**, wherein the event to display additional content includes receiving, via one or more input devices, an input.

23. The non-transitory computer readable storage medium of claim **21**, wherein the event to display additional content includes detecting playback reaching a predefined playback position of the first content item.

24. The non-transitory computer readable storage medium of claim **21**, wherein the method further comprises:

receiving, via one or more input devices, an input selecting a third representation of a third recommended content; and

in response to receiving the input:

in accordance with a determination that a user of the electronic device does not have a subscription to a respective provider associated with the third recommended content, initiating a process to subscribe to the respective provider associated with the third recommended content.

25. The non-transitory computer readable storage medium of claim **21**, wherein displaying the plurality of representations of the plurality of recommended content overlaid over the first portion of the first content item includes continuing playback of the first content item while the plurality of representations of the plurality of recommended content are overlaid over the first portion of the first content item.

26. The non-transitory computer readable storage medium of claim **21**, wherein the method further comprises:

in response to detecting the event, pausing playback of the first content item, wherein the plurality of representations of the plurality of recommended content are overlaid over the paused first content item.

27. The non-transitory computer readable storage medium of claim **21**, wherein:

in accordance with a determination that a user of the electronic device has a first subscription, the plurality of recommended content includes a first respective content provided by a first content provider; and

in accordance with a determination that the user does not have the first subscription, the plurality of recommended content does not include the first respective content provided by the first content provider.

28. The non-transitory computer readable storage medium of claim **27**, wherein:

in accordance with a determination that the user has a second subscription, the plurality of recommended content includes a second respective content provided by a second content provider; and

in accordance with a determination that the user does not have the second subscription, the plurality of recommended content does not include the second respective content provided by the second content provider.

29. The non-transitory computer readable storage medium of claim **21**, wherein the plurality of recommended content includes:

a first respective content item, to which a user of the electronic device has access based on a first subscription to a provider of the first respective content item, and

a second respective content item, to which the user does not currently have access but is able to purchase a subscription to a provider of the second respective content item to gain access.

30. The non-transitory computer readable storage medium of claim **21**, wherein:

the first user interface is a landing page associated with the first recommended content; and

the second user interface is a landing page associated with the second recommended content.

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